

Faculty Scholarship 2005-06

Accounting and Legal Studies Department

STEVEN J. ARSENAULT, Associate Professor

Peer Reviewed Articles

Arsenault, S. J. (2005). The Continuing Assault on Family Limited Partnerships: The Implications of Strangi and Thompson. *Journal of Legal Studies in Business*, 11(123).

Presentations, Lectures, Panels and Papers

"Electronic Screening: An Electronic Update." Southeastern Decision Science Institute, Wilmington, NC, February, 2006.

"Super-sizing Student Learning: A Group Assignment Using the Film Supersize Me." Academy of Legal Studies in Business Annual Meeting, San Francisco, CA, August, 2005.

LINDA J. BRADLEY, Associate Professor

Book Chapters

Encyclopedia of American Economists: Stuart Chase entry, Professor Ross Emmett, Editor, Thoemmes Press, United Kingdom 2006.

Presentations, Lectures, Panels and Papers

Styles, A. K., & Bradley, L. J. (2006, March). Continuing Professional Education. *Oil, Gas & Energy Quarterly*, 647-658.

"Stuart Chase, First Third-Generation CPA, Advisor to FDR, Author." Presented to Southeast Regional Meeting of American Accounting Association, Knoxville, Tennessee, March 31, 2006.

ROXANE M. DELAURELL, Assistant Professor

Peer-Reviewed Articles

DeLaurell, R. M. (2006). The Role of Legal Regimes in New Industrial Economic Theory: Aspen Review of International Business and Trade Law. *Aspen Review of International Business and Trade Law*, Five, 195-207.

Presentations, Lectures, Panels and Papers

"Chapter 15 of the New Bankruptcy Act: Cross Border Bankruptcy Issues." Southern Academy of Legal Studies, San Antonio Texas, March, 2006.

"NAFTA and CAFTA: Private Standing in International Law". Academy of Legal Studies in Business Annual Meeting, San Francisco CA, August, 2005.

"The Basics of the NAFTA Agreement." International Educator's Conference, Charleston, SC, November, 2005.

WILLIAM KOPROWSKI, Associate Professor

Presentations, Lectures, Panels and Papers

"The Disclosure of Financial Information via the Internet by the 100 "Most Wired" Healthcare Systems." Government and Nonprofit Section Mid Year Meeting 2006, Miami, FL, February, 2006. Co-authored with Alan K. Styles.

ARNOLD J. MCKEE, Professor

Presentations, Lectures, Panels and Papers

"The Pedagogic Utility of Multimedia Applied to Activity Based Costing." Accounting Information Systems Educator Conference 2005, Breckenridge, CO, June, 2005. Co-authored with Alan K. Styles

PHILIP H. SIEGEL, Assistant Professor

Peer Reviewed Articles

Siegel, P. (2005). Toward of Code of Ethics for Accounting Educators. *Journal of Business Ethics*, 61(3), 215-234.

Presentations, Lectures, Panels and Papers

"The Measurement and Recognition of Intangible Assets." Southwest Regional Meeting, Oklahoma City, March, 2006.

"Social Skill Differences Among CPA Firm Personnel of Different Cultures." Annual Southwest Regional Meeting, Oklahoma City, March, 2006.

ALAN K. STYLES, Associate Professor

Peer-Reviewed Articles

Blackwell, C., Crotts, J. C., Litvin, S. W., & Styles, A. K. (2006). Local Government Compliance with Earmarked Tax Regulation. *Public Finance Review*, 34(2), 212-228.

Presentations, Lectures, Panels and Papers

Styles, A. K., & Bradley, L. J. (2006, March). Continuing Professional Education. *Oil, Gas & Energy Quarterly*, 647-658.

Styles, A. K. (2005). Changes in Accounting Practices in the Oil and Gas Industry: A 2001 Survey. *Petroleum Accounting & Financial Management Journal*, 24(1), 23-58.

"The Disclosure of Financial Information via the Internet by the 100 "Most Wired" Healthcare Systems." Government and Nonprofit Section Mid Year Meeting 2006, Miami, FL, February, 2006. Co-authored with William Koprowski.

"The Pedagogic Utility of Multimedia Applied to Activity Based Costing." Accounting Information Systems Educator Conference 2005, Breckenridge, CO, June, 2005. Co-authored with Arnold J. McKee Jr..

"Accounting Faculty Ethical Codes: A Time for Action?" American Accounting Association Annual Meeting 2005, San Francisco, CA, August, 2005. Co-authored with Thomas E. McKee.

Economics and Finance Department

RITA A. BALABAN, Assistant Professor

Presentations, Lectures, Panels and Papers

"Using Experiments to Justify the Theory: The Role that Incentives Play." Presented at the Southern Economics Association Meetings in Washington, D.C., November 2005.

"Preparing to Join the EU: An Evaluation of the Newest EU Members". Presented at the Global Finance Conference in Dublin, Ireland, June 2005. Co-authored with Charlotte Anne Bond

CALVIN BLACKWELL, Assistant Professor

Peer-Reviewed Articles

Blackwell, C., Crotts, J. C., Litvin, S. W., & Styles, A. K. (2006). Local Government Compliance with Earmarked Tax Regulation. *Public Finance Review*, 34(2), 212-228.

CHARLOTTE A. BOND, Assistant Professor

Presentations, Lectures, Panels and Papers

"Currency Determinants Paper - Euro and the new EU Accession States." Global Finance Conference , Dublin , Ireland, June, 2005. Co-authored with Rita Balaban.

PETER T. CALCAGNO, Assistant Professor

Peer-Reviewed Articles

Calcagno, P. T., Dan, Marius & Hefner, F. (2006). Restructuring before Privatization – Putting the Cart before the Horse: A Case Study of the Steel Industry in Romania. *Quarterly Journal of Austrian Economics*. 9 (1), Spring, 27-45.

Calcagno, P. T., & Adam, F. (2005). A Public Choice Perspective of State Financial Incentives: An Application of Hotelling's Lemma. *Journal of Business Industry and Economics* , 5, 47-60.

Presentations, Lectures, Panels and Papers

"Party Alternation, Divided Government, and Fiscal Performance within U.S. States." Public Choice Society Meetings, New Orleans, LA, March 2006.

"The Economics of Politics: Markets vs. Collective Decision Making." Bastiat Society, August, 2005.

BETSY JANE J. CLARY, Professor

Books

Clary, B. (2006). *Ethics and the Market: Insights from Social Economics*. London, UK: Routledge Publishers.

Presentations, Lectures, Panels and Papers

"Sen and Smith on Incorporating Ethics into Rational Economic Behavior: A Comparison." The Southwestern Social Sciences Association, San Antonio, TX, USA, April, 2006.

"The Role of Education in the Expansion of Substantive Freedoms." Capabilities and Happiness Conference, University of Milano-Bicoca, Milan, Italy, June, 2005. Co-authored with Zohreh Emami.

JOCELYN EVANS, Associate Professor

Presentations, Lectures, Panels and Papers

"The Role of Marketing Strategy in the Diffusion of Financial Services in an Emerging African Economy: Some Empirical Insights from Ghana." American Society of Business and Behavioral Sciences Conference, Las Vegas, February, 2006. Co-authored with Kofi Dadzie and Rhonda W. Mack.

"Stockholders of Publicly Traded Corporations Do Not Shift Risk to Debt-Holders: Evidence from the Banking Industry." American Economics and Finance Association. 2006.

"Surviving Chapter 11: Why Small Firms Prefer Supplier Financing." Southern Finance Association Conference. 2005.

FRANK L. HEFNER, Professor

Peer-Reviewed Articles

Morgan, J.M. & Hefner, F.L. (2006). The Economic Impact of a University: A Critical Review of the Issues. *Journal of Business, Industry, and Economics*, Spring 2006, 7, 63-77.

Calcagno, P. T., Dan, Marius & Hefner, F. (2006). Restructuring before Privatization – Putting the Cart before the Horse: A Case Study of the Steel Industry in Romania. *Quarterly Journal of Austrian Economics*. 9 (1), Spring, 27-45.

JOHN M. MORGAN, Professor

Peer-Reviewed Articles

Morgan, J.M. & Hefner, F.L. (2006). The Economic Impact of a University: A Critical Review of the Issues. *Journal of Business, Industry, and Economics*, Spring 2006, 7, 63-77.

B. P. WOODSIDE III, Professor

Presentations, Lectures, Panels and Papers

"Financial Statements Interpretation and Analysis." South Carolina Economic Developers' School Advanced Symposium, SC, 2006.

Hospitality and Tourism Management Department

JOHN C. CROTTS, Professor

Peer-Reviewed Articles

Blackwell, C., Crotts, J. C., Litvin, S. W., & Styles, A. K. (2006). Local Government Compliance with Earmarked Tax Regulation. *Public Finance Review*, 34(2), 212-228.

Crotts, J. C., & McKercher, B. (2005). Visitor Adaptation to Cultural Distance on Visitor Satisfaction: The Case of First Time Visitors to Hong Kong. *Tourism Analysis*, 10(3).

Crotts, J. C. (2005). The Affect of Cultural Distance on Overseas Travel Behavior. *Journal of Travel Research*, 42(2), 186-190.

Crotts, J. C., Aziz, A., & Upchurch, R. (2005). Relationship between Machiavellianism and Sales Performance. *Tourism Analysis*, 10(1).

Crotts, J. C., Dickson, D., & Ford, R. (2005). Auditing Organizational Alignment for Guest Service Excellence. *Academy of Management Education*, 19 (3), 54-68.

Crotts, J. C., & Tse, P. (2005). Antecedents of Novelty Seeking Among International Visitors: Hong Kong's Visitors' Propensity to Experiment with Culinary Traditions. *Tourism Management*, 26, 965-968.

Books

Rich McNeil and John Crotts (2005). *Selling Hospitality: A Situational Approach*. Clifton Park, N.Y.: Delmar/Thompson Publishing.

Book Chapters

Goldman, H. M., & Crotts, J. C. (2006). "Applied Marketing and Sales of Hospitality and Tourism Services." Dubuque : Kendall/Hunt Publishing.

Presentations, Lectures, Panels and Papers

Crotts, J., Pan, B., & Dimitry, C. (2006). Hospitality Performance Index: A case study of developing an Internet-based competitive analysis and benchmarking tool for hospitality industry. Annual Conference of Travel and Tourism Research Association (TTRA 2006), Dublin, Ireland.

ROBERT FRASH, Assistant Professor

Presentations, Lectures, Panels and Papers

Thomas, L., Almanza, B., & Frash Jr., R. (2005). *Ascertaining Certified Food Protection Managers' Training Transfer and Their Priorities in Safe Food Handling Practices*. Paper presented at the Tenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.

Frash Jr., R., Binkley, M., Almanza, B., & Nelson, D. (2005). *Transferring Training into Improved Food Safety*. Paper accepted for presentation at the 24th Annual ISTTE Conference.

HEATHER GOLDMAN, Instructor

Book Chapters

Goldman, H. M., & Crotts, J. C. (2006). "Applied Marketing and Sales of Hospitality and Tourism Services." Dubuque : Kendall/Hunt Publishing.

Presentations, Lectures, Panels and Papers

Aziz, Abdul, Norris, Jamie, Goldman, Heather M., Olsen, Nils. (2006) "Facets of Type A Personality and Pay Increase among the Employees of Fast Food Restaurants." Proceedings of the Society of Advancement of Management Conference; 2006 April 6-9; Orlando, FL.

STEPHEN W. LITVIN, Professor

Peer-Reviewed Articles

Blackwell, C., Crotts, J. C., Litvin, S. W., & Styles, A. K. (2006). Local Government Compliance with Earmarked Tax Regulation. *Public Finance Review*, 34(2), 212-228.

Litvin, S. W., & Fetter, E. E. (2006). Can a Festival be too Successful?: A Review of Spoleto, USA. *International Journal of Contemporary Hospitality Management*, 18(1), 41-49.

Litvin, S. W., Blose, J. E., & Laird, S. T. (2005). Tourist Use of Restaurant Web-pages: Is the Internet a Critical Marketing Tool? *Journal of Vacation Marketing*, 11(2), 155-161.

Litvin, S. W. (2005). Streetscape Improvements in an Historic City: A Second Visit to King Street, Charleston, South Carolina. *Tourism Management*, 26(3), 421-429.

Blose, J. E., & Litvin, S. W. (2005). Social Values and Restaurant Patronage. *Tourism Review International*, 8(4), 311-321.

Litvin, S. W., & MacLaurin, T. (2005). Looking for the Right Stuff: Selecting Students for an Oversubscribed HTM Program. *Journal of Teaching in Travel & Tourism*, 4(4), 37-45.

Presentations, Lectures, Panels and Papers

Pan, B., & Litvin, S. (2006). Real users, real trips, and real queries: An analysis of destination search on a search engine. Annual Conference of Travel and Tourism Research Association (TTRA 2006), Dublin, Ireland.

"Impecunious Strategies for Parsimonious Research: Getting by in an undergraduate teaching Institution." Bowling Green State University Educators Forum, Bowling Green, Ohio, 2005.

"Managing Online Interpersonal Influence for Hospitality and Tourism Management." Association of Marketing Theory and Practice Conference, Jekyll Island, GA, 2005.

BING PAN, Instructor

Peer-Reviewed Articles

Lorigo, L., Pan, B., Hembrooke, H., Joachims, T., Granka, L., & Gay, G. (2006). How users Google: User, task and sequence patterns. *Information Processing and Management*.

Book Chapters

Pan, B., & Fesenmaier, D.R. (2006). Travel information search on the Internet and the implications for designing travel recommendation systems. In D.R. Fesenmaier, H. Werthner & K. W. Wöber. (Eds.), *Travel destination recommendation systems: Behavioral foundations and applications*. Oxfordshire: CABI publishing.

Pan, B., Walker, K., Gay, G., & Saylor, J. (2006). Learning objects in classrooms. In Alex Koohang & Keith Harman, Eds., *Learning Object Applications & Future Directions*. Informing Science Institute.

Pan, B. & Hembrooke, H. (2005). User-centered design for KMODDL digital library. In Hans Schuttenbeld, Eds., *User Centered Design Works: IOP Human-Machine Interaction*.

Presentations, Lectures, Panels and Papers

Pan, B., & Litvin, S. (2006). Real users, real trips, and real queries: An analysis of destination search on a search engine. Annual Conference of Travel and Tourism Research Association (TTRA 2006), Dublin, Ireland.

Crotts, J., Pan, B., & Dimitry, C. (2006). Hospitality Performance Index: A case study of developing an Internet-based competitive analysis and benchmarking tool for hospitality industry. Annual Conference of Travel and Tourism Research Association (TTRA 2006), Dublin, Ireland.

Joachims, T., Granka, L., Pan, B., Hembrooke, H., & Gay, G. (2005). Accurately interpreting click-through data as implicit feedback. In Conference Proceedings on Research and Development in Information Retrieval (SIGIR) (2005). Salvador, Brazil, August 15-19, 2005.

CHRIS RYAN, Visiting Professor

Peer-Reviewed Articles

Zahra, A. and Ryan, C. (2005). Reflections on the Research Process: The Researcher as Actor and Audience in the World of Regional Tourist Organisations. *Current Issues in Tourism*, 8(1), 1-21.

Mohsin, A. and Ryan, C. (2005). Service Quality Assessment of 4-Star Hotels in Darwin, Northern Territory, Australia. *Journal of Hospitality and Tourism Management*, 12(1), 25-37.

Trauer, B. and Ryan, C. (2005). Destination image, romance and place experience – an application of intimacy theory in tourism. *Tourism Management*, 26(4), 481-492.

Zahra, A., and Ryan, C. (2005). National Tourism Organisations – Politics, Functions and Form: A New Zealand Case Study. *Anatolia: An International Journal of Tourism and Hospitality Research*, 16(1), 5-26.

Ryan, C., and Cave, J., (2005). Structuring Destination Image: A Qualitative Approach. *Journal of Travel Research*, 44(2), 143-150.

Books

Ryan, C., and Aicken, M. (2005). *Indigenous Tourism: The Commodification and Management of Culture*. Oxford: Pergamon.

Ryan, C., Page, S.J. and Aicken, M. (2005). *Taking Tourism to the Limits: Issues, Concepts and Managerial Perspectives*. Oxford: Pergamon.

Book Chapters

Ryan, C. and Trauer, B. (2005). *Adventure Tourism and Sport – an introduction*. Oxford: Pergamon.

Ryan, C. (2005). *Dark Tourism*. Oxford: Pergamon.

Ryan, C. (2005). *Trends in Accommodation*. Oxford: Pergamon.

Ryan, C. (2005). *Ethics in Tourism Research: Objectivities and Personal Perspectives*. Wallingford: CABI Publishing.

Presentations, Lectures, Panels and Papers

Zhi Hua Wang, and Ryan, C. (2005). The global tourism industry future: analysis of opportunities and gaps of current tourism educational programs. British Academy Management Conference 2005 13-15 September Saïd Business School, University of Oxford.

Thyne, M., Cave, J. and Ryan, C. (2005). A comparative study of attitudes to backpacker accommodation in Scotland and New Zealand. The Global Nomad – an expert meeting on backpacker tourism 2. Advancing agendas in backpacker research. ATLAS SIG Conference, 1 - 3 September 2005, Kasetsart University, Bangkok, Thailand.

Cave, J., and Ryan, C. (2005). Gender in Backpacking and Adventure Tourism, The Fourth CPTHL Symposium, Consumer Psychology of Tourism, Hospitality, and Leisure Research, Symposium Theme: Lived Experiences and Advancing Science in Lifestyle, Leisure, and Tourism, HEC Montreal, Canada. July 17-20, 2005.

Ryan, C. and Higgins, O. (2005). Perceptions of Visitors to Te Puia: The Importance of Maori Culture in Touring New Zealand. 11th Annual Conference of the Asia-Pacific Tourism Association, Kintex Exhibition and Convention Centre, Gyeonggi Province, South Korea. July 8, 2005

Panel Member for Presentation at Kintex Exhibition and Convention Centre, Gyeonggi Province, South Korea during 11th Annual Conference of the Asia-Pacific Tourism Association, (with Professor B. Prideaux, Professor H. Hum, and Professor H. Song). July 8, 2005.

Panel Member for Presentation at Beijing International Studies University, Beijing, PRC, for the 9th Annual Conference of the International Academy for the Study of Tourism (with Professor J Jafari, Professor D. Pearce and Professor H. Song). July 2, 2005.

Management and Entrepreneurship Department

LAQUITA BLOCKSON, Assistant Professor

Presentations, Lectures, Panels and Papers

Blockson, L., Robinson, J. A., & Robinson, S. L. (2005). *Doing it our way: Economic and sociological influences on the success of African-American women entrepreneurs*. Cape Town: Eastern Academy of Management's 11th Annual Conference on Managing in a Global Economy.

Robinson, J. A., Blockson, L., & Robinson, S. L. (2005). *African-American Women Entrepreneurs and Firm Growth: New Theoretical Directions at the Intersection of Race, Gender, and Firm Growth*. Boston: Babson Kauffman Entrepreneurship Research Conference.

"Black Women entrepreneurs of Africa and of the African Diaspora Project. International Academy of African Business and Development Conference, Accra, Ghana, May, 2006.

"Ethics and entrepreneurship." Ethics and Entrepreneurship Conference, Minneapolis, MN, April, 2006.

"Small Business Development Associations: Might They be the "Ethics and Entrepreneurship" Bridge?" International Association for Business and Society Annual Conference, Merida, Mexico, March, 2006.

"Small Business Development Associations: Might They be the "Ethics and Entrepreneurship" Bridge?" Ethics and Entrepreneurship Conference, Minneapolis, Minnesota, April, 2006.

"The Role of African Women-Led Businesses in." International Academy for African Business and Development Conference, Accra, Ghana, May, 2006. Co-authored with Sammie L. Robinson and Jennifer M. Sequeira.

"Symposium on African-American Women-led Entrepreneurial Growth Ventures." Research Conference on Entrepreneurship Among Minorities and Women, Chapel Hill, NC, June, 2006. Co-authored with Sammie L. Robinson and Jeffrey A. Robinson and Candida Brush.

JOHN CLARKIN, Assistant Professor

Peer-Reviewed Articles

Clarkin, J.E. (2006). Overseas Expansion Activities of North American Franchises. *International Journal of Entrepreneurship and Small Business/ Inderscience*, currently in print.

Clarkin, J. E., & Swavely, S. M. (2006). The Importance of Personal Characteristics in Franchisee Selection. *Journal of Retailing and Consumer Services/ Elsevier*, 13, 133-142.

Clarkin, J. E., & Rosa, P. J. (2005). Entrepreneurial Teams Within Franchise Firms. *International Small Business Journal/ Sage Publications*, 23(3), 303-334.

GORDON DEHLER, Assistant Professor

Presentations, Lectures, Panels and Papers

"Whither the MBA? Or the withering of MBAs? Critical realism and reinventing management education." Fourth International Conference on Critical Management Studies, Cambridge UK, July, 2005. Co-authored with M A. Welsh.

JOSE GAVIDIA, Assistant Professor

Peer-Reviewed Articles

Gavidia, Jose V., Enlow, Tsvetomira; Logan, Barbara. (2005). Radical Innovation in Total Quality Organizations. *Review of Business Research*, Vol. 5, Issue 1, pp. 50-57.

Gonzalez, M. E., Quesada, G., Gavidia, J. V., & Urrutia, I. (2006). Conceptual design of an e-health strategy for the Spanish health care system. *International Journal of Health Care Quality Assurance*, 19.

Presentations, Lectures, Panels and Papers

“Two alternative modes of supply chain organization in Europe: A comparative case study.” Conference on Trends in Global Business, New Haven, CT., April 20-22., 2006. with Martinez, Juan L.

“A knowledge-based small business size standard.” Presented and Proceedings at 8th International Conference of the Decision Science Institute (DSI), Barcelona, Spain, July 2005.

GERALD C. GONSALVES, Assistant Professor

Peer-Reviewed Articles

G. C. Gonsalves and C. Changchit (2005). “E-Learning: Instructors’ Perceptions of the Benefits and Challenges.” *Journal of Business and Economic Perspectives*, Vol. XXXI, No.2, pp 48-56, Fall/Spring 2005.

Presentations, Lectures, Panels and Papers

C. Changchit, R. Cutshall and G. Gonsalves, “Designing an Electronic Commerce Course: An Effort to Balance between Theory and Practice” *Information Systems Educators Conference (ISECON) 2005 Proceedings*, 22nd Annual Meeting, Columbus, OH, October 2005.

G. C. Gonsalves, “Doing Business with India – The Economic Future” *South Carolina World Trade Center*, SCWTC Meeting, North Charleston, SC, February 22, 2006.

C. Changchit, R. Cutshall and G. Gonsalves, “Designing an Electronic Commerce Course: An Effort to Balance between Theory and Practice” *Information Systems Educators Conference (ISECON) 2005 Proceedings*, 22nd Annual Meeting, Columbus, OH, October 2005.

G. C. Gonsalves and C. Changchit, “E-Learning: Instructors’ Perceptions of the Benefits and Challenges.” *Academic Business World International Conference (ABW) 2005*, Nashville, TN, June 30-July 1, 2005.

HARLAND HODGES, Instructor

Presentations, Lectures, Panels and Papers

“How Natural is Esperanto? – Neural Network Classification, Natural Languages, and Zipf’s Law”, presented by Luca Pellicoro at the International Association of Science and Technology for Development (IASTED), Innsbruck, Austria, February 2006. With Dr. Bill Manaris & Dr. George Pothering.

THOMAS W. KENT, Associate Professor

Peer-Reviewed Articles

Kent, T. W. (2006). Leadership and Emotions in Health Care Management. *Journal of Health Organization and Management*, 20 (1).

Kent, T. W. (2005). Leading and Managing : It takes two to tango. *Management Decision*, 43 (7/8), 1010-1017.

Books

Kent, T.W. (2006). *Experiencing Organizations*. Boston: McGraw-Hill.

Presentations, Lectures, Panels and Papers

“Spanish Leadership.” Proceedings of the Society for the Advancement of Management. April, 2006.

KELLY G. SHAVER, Professor**Peer-Reviewed Articles**

Shaver, K. G. (2005). Reflections on a new academic path: Entrepreneurship in the Arts and Sciences. *Peer Review*, 7 (3), 21-23.

Presentations, Lectures, Panels and Papers

“Death qualification: Can instructions overcome predilections?” Paper presented at the meeting of the American Psychology-Law Society, Miami, FL, March 2006. With Marcon, J.

“Mind the gap: Connecting individual resources to firm resources. Invited paper presented at the Durham University Research Conference, Nascent Entrepreneurship: The Hidden Potential.” Durham University, Durham, UK. September, 2005. With West, G. P., & Clarkin, J. E.

“Be careful about what you want. In J. R. Baum (Chair), Superstar entrepreneurship teachers: Their secrets revealed.” Symposium presented at the meeting of the Academy of Management, Honolulu, HI, August, 2005.

“Entrepreneurship research workshop.” Symposium presented at the meeting of the Academy of Management, Honolulu, HI, August, 2005. With K. G., Davidson, P., & George, G.

“Deciding on an entrepreneurial career: A test of the push and pull hypothesis using the PSED data.” Paper presented at the meeting of the Academy of Management, Honolulu, HI, August, 2005. With Schjoedt, L.

Marketing and Supply Chain Management Department

JULIA E. BLOSE, Associate Professor

Peer-Reviewed Articles

Litvin, S. W., Blose, J. E., & Laird, S. T. (2005). Tourist Use of Restaurant Web-pages: Is the Internet a Critical Marketing Tool? *Journal of Vacation Marketing*, 11(2), 155-161.

Blose, J. E., & Litvin, S. W. (2005). Social Values and Restaurant Patronage. *Tourism Review International*, 8(4), 311-321.

MARVIN E. GONZALEZ, Assistant Professor

Peer-Reviewed Articles

Gonzalez, M. E., Mora Monge, C., & Rao, S. (2006). Strategic Considerations of Advanced Manufacturing Technologies in Latin-America: A Coalignment Analysis. *The International Journal of Operations and Production Management*.

Gonzalez, M. E., Quesada, G., Gavidia, J. V., & Urrutia, I. (2006). Conceptual design of an e-health strategy for the Spanish health care system. *International Journal of Health Care Quality Assurance*, 19.

Gonzalez, M. E., Mora Monge, C., & Rao, S. (2006). An analysis of Advanced Manufacturing Technology Investment and Implementation Barriers in NAFTA. *Benchmarking: An International Journal*, 13(1-2).

Gonzalez, M. E., Mueller, R. D., & Mack, R. W. (2006). An Alternative Approach to Measuring and Improving Service Quality in E-banking: A Case Study of the National Bank of Spain. *European Journal of Marketing*.

Gonzalez, M. E., Mora Monge, C., Rao, S., & Quesada, G. (2006). A Cross-Regional Comparison of AMT Investment, Planning, Implementation, and Performance. *International Journal of Operations & Production Management*.

Gonzalez, M. E., Picado, F. G., & Eckelman, C. (2005). Customer Satisfaction using QFD: E-Banking case. *International Journal of Managing Service Quality*, 14(4).

Gonzalez, M. E., Quesada, G., Picado, F. G., & Eckelman, C. (2005). Customer Satisfaction using QFD: e-Banking Case. *International Journal of Managing Service Quality*, 14(4).

Gonzalez, M. E., Quesada, G., Mack, R. W., & Urrutia, I. (2005). Building an Activity Based Costing Hospital Model Using Quality Function Deployment and Benchmarking. *Benchmarking: an International Journal*, 12(4), 310-329.

Presentations, Lectures, Panels and Papers

"International Business in COFC." International Business Conference, Murcia, Spain, April, 2006.

"Design of a Supply Chain Management Curriculum Using QFD and Benchmarking." 16th Annual North American Research Symposium on Purchasing and Supply Management, Tempe, AZ, USA, 2005. Co-authored with Gioconda Quesada.

KENT N. GOURDIN, Professor

Books

Global Logistics Management, 2d ed, Blackwell Publishers (Oxford, UK, 2006)

Presentations, Lectures, Panels and Papers

“The Future of Transportation,” Keynote speech at the National Transportation Week Banquet, May 3, 2006.

“The Changing Face of Global Transportation” in the Air Force Senior Logistics Executive Development Seminar, Air Force Institute of Technology, Wright-Patterson AFB, Ohio. 2005.

MARK F. HARTLEY, Professor

Presentations, Lectures, Panels and Papers

Turner, G. B., & Hartley, M. F. (2006). *A class Project for Consideration: An Assessment of the Department of Public Safety*. Association of Marketing Theory And Practice .

RHONDA W. MACK, Professor

Peer-Reviewed Articles

Gonzalez, M. E., Mueller, R. D., & Mack, R. W. (2006). An Alternative Approach to Measuring and Improving Service Quality in E-banking: A Case Study of the National Bank of Spain. *European Journal of Marketing*.

Gonzalez, M. E., Quesada, G., Mack, R. W., & Urrutia, I. (2005). Building an Activity Based Costing Hospital Model Using Quality Function Deployment and Benchmarking. *Benchmarking: an International Journal*, 12(4), 310-329.

Presentations, Lectures, Panels and Papers

"The Role of marketing strategy in the Diffusion of Financial Services in an Emerging African Economy: Some Empirical Insights from Ghana." American Society of Business and Behavioral Sciences Conference, Las Vegas, February, 2006. Co-authored with Jocelyn Evans and Kofi Dadzie.

JUAN LUIS MARTINEZ, Visiting Professor

Presentations, Lectures, Panels and Papers

“Two alternative modes of supply chain organization in Europe: A comparative case study.” Conference on Trends in Global Business, New Haven, CT., April 20-22., 2006. with Gavidia, J.

RENE D. MUELLER, Associate Professor

Peer-Reviewed Articles

Gonzalez, M. E., Mueller, R. D., & Mack, R. W. (2006). An Alternative Approach to Measuring and Improving Service Quality in E-banking: A Case Study of the National Bank of Spain. *European Journal of Marketing*.

GIOCONDA QUESADA, Assistant Professor

Peer-Reviewed Articles

Gonzalez, M. E., Quesada, G., Gavidia, J. V., & Urrutia, I. (2006). Conceptual design of an e-health strategy for the Spanish health care system. *International Journal of Health Care Quality Assurance*, 19.

Gonzalez, M. E., Mora Monge, C., Rao, S., & Quesada, G. (2006). A Cross-Regional Comparison of AMT Investment, Planning, Implementation, and Performance. *International Journal of Operations & Production Management*.

Gonzalez, M. E., Quesada, G., Picado, F. G., & Eckelman, C. (2005). Customer Satisfaction using QFD: e-Banking Case. *International Journal of Managing Service Quality*, 14(4).

Gonzalez, M. E., Quesada, G., Mack, R. W., & Urrutia, I. (2005). Building an Activity Based Costing Hospital Model Using Quality Function Deployment and Benchmarking. *Benchmarking: an International Journal*, 12(4), 310-329.

Presentations, Lectures, Panels and Papers

"Impact of eProcurement Technologies Usage on Procurement Practices and Procurement Performance." 16th Annual North American Research Symposium on Purchasing and Supply Management, Tempe, AZ, USA, 2005. Co-authored with Subba Rao and T.S. Ragu-Nathan.

"Design of a Supply Chain Management Curriculum Using QFD and Benchmarking." 16th Annual North American Research Symposium on Purchasing and Supply Management, Tempe, AZ, USA, 2005. Co-authored with Marvin E. Gonzalez.

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