

## **Faculty Scholarship 2006-2007**

### **Accounting and Legal Studies Department**

#### **STEVEN J. ARSENAULT, Associate Professor**

##### **Peer-Reviewed Articles**

Arsenault, S. (2007). The Policy of Regulating Deferral: A Critique in Light of Internal Revenue Code Section 409A. *Houston Business and Tax Law Journal*, 7(2).

##### **Presentations, Lectures, Panels and Papers**

Arsenault, S., & Koprowski, W. R. (2007, March). *Charity Care, Class Action Lawsuits and the Not-For-Profit Hospital*. Presented at the annual meeting of the Southern Academy of Legal Studies in Business, San Antonio, TX.

Arsenault, S., & Koprowski, W.R. (2006, November). *The Policy of Regulating Deferral: A Critique of Internal Revenue Code Section 409A*. Presented at the Annual Meeting of the Southeastern Academy of Legal Studies in Business, Savannah, GA.

#### **LINDA J. BRADLEY-MCKEE, Associate Professor**

##### **Editorial Reviewed Articles (reprint)**

Bradley-McKee, L., & McKee, T. E. (2006). New Tax Proposals form the President's Panel On Federal Tax Reform. *Utah Association of CPA's*, 12-14.

##### **Presentations, Lectures, Panels and Papers**

Bradley-McKee, L. (2007, April). *Tax News You Can Use*. Presented at the Industrial Occupational Health Institute to Human Resource Professionals, Charleston, SC.

Bradley-McKee, L. (2007, March). *Tax Provisions in the Fraud Sphere*. Presented at the Executive Briefing at East Tennessee State University, Johnson City, TN.

Bradley-McKee, L. (2006, December). *Estate Planning Update*. Presented at the New York Society of CPA's, New York, NY.

Bradley-McKee, L. (2006, December). *Tax Update*. Presented to ACPEN Continuing Education, Dallas, TX.

Bradley-McKee, L. (2006, November). *Current Developments in Federal Taxation*. Presented to the Catawba Chapter of CPA's, Rock Hill, SC.

Bradley-McKee, L. (2006, September). *Current Developments in Tax and Small Business Plan Review*. Presented at the East Tennessee State University Tax and Accounting Update, Johnson City, TN.

Bradley-McKee, L., & Styles, A. (2006-2007). *Continuing Professional Education*. Oil, Gas and Energy Quarterly.

## **Michael Cipriano, Assistant Professor**

### **Presentations, Lectures, Panels and Papers**

Cipriano, M. (2007, May). *A Double Standard: SAS No. 109 Provides Guidance for Inherent Risk Assessment but Blurs the Line Between Inherent and Control Risk*. Presented at AAA Southeast Regional Meeting, Atlanta, GA.

Cipriano, M. (2007, March). *When Beliefs Persevere: The Cognitive and Social Effects on Revisions to Earnings Forecasts*. Presented at College of Charleston Department of Economics and Finance Seminar, Charleston, SC.

Cipriano, M. (2007, January). *Deloitte National Independence Group's Panel Discussions on Auditor Independence*. Invited as one of thirty-five auditing scholars to discuss auditor independence issues with Deloitte firm leadership, AAA Auditing Section Mid-Year Meeting, Charleston, SC.

## **ROGER B. DANIELS, Associate Professor**

### **Peer-Reviewed Articles**

Beeler, J., Daniels, R. B., & Turner, K. (2006, December). The CPA as a Non-Profit Director. *The CPA Journal*, 57-61.

## **ROXANNE DELAURELL, Assistant Professor**

### **Peer-Reviewed Articles**

DeLaurell, R. & Evans, J. (2005). An Overview of the 2005 Bankruptcy Reform Act: A Teaching Supplement. *Journal of Economics and Finance Education*, 5, 38-46.

DeLaurell, R. & Rouse, R. (2006). The Bankruptcy Reform Act of 2005: A New Landscape. *The CPA Journal*, 36-39.

DeLaurell, R. & Rouse, R. (2007). FTC Tackles Merger and Acquisition Review Reforms. *The Journal of Corporate Accounting and Finance*, 18(2), 51-54.

DeLaurell, R. (2006). Bankruptcy Reform Act and Legal Studies Issues in Cross Border Insolvency. *Southern Academy of Legal Studies in Business Conference Proceedings of 2006, Chapter 15*.

#### **Presentations, Lectures, Panels and Papers**

DeLaurell, R. (2006, August). *Chapter 15 of the Bankruptcy Reform Act: Issues in Cross Border Bankruptcy*. Presented at the International Conference of the Academy of Legal Studies in Business, St. Petersburg, FL.

DeLaurell, R. (2006, November). *Issues in Cross Border Bankruptcy: Case Analysis*. Presented at the Southeastern Academy of Legal Studies in Business, Savannah, GA.

DeLaurell, R. (2006, November). *Update on the World Trade Organization and Current Free Trade Agreements*. Presented to the Second Annual International Educator's Conference, Charleston, SC.

### **WILLIAM KOPROWSKI, Associate Professor**

#### **Peer-Reviewed Articles**

Arsenault, S. & Koprowski, W. (2007). The Policy of Regulating Deferral: A Critique in Light of Internal Revenue Code Section 409A, *Houston Business and Tax Law Journal*, 7(2).

#### **Presentations, Lectures, Panels and Papers**

Arsenault, S. & Koprowski, W. (2007, March). *Charity Care, Class Action Lawsuits and the Not-For-Profit Hospital*. Presented at the Annual Meeting of the Southern Academy of Legal Studies in Business, San Antonio, TX.

Arsenault, S. & Koprowski, W. (2006, November). *The Policy of Regulating Deferral: A Critique of Internal Revenue Code Section 409A*. Paper presented at the Annual Meeting of the Southeastern Academy of Legal Studies in Business, Savannah, GA.

## **BRADLEY S. TRINKLE, Assistant Professor**

### **Peer-Reviewed Article**

Trinkle, B.S., Bayes, P.E., & Lam, M. (2007). Humble Paper Products, Inc. – A Case on Acquisition and Valuation. *The Journal of Accounting Case Research*, 9(2), 30-36.

Baldwin, A. A., Brown, C.E. & Trinkle, B. (2006). Opportunities for AI Development in the Accounting Domain: The Case for Auditing. *Intelligent Systems in Accounting, Finance, and Management*. 14(3), 77-86.

Baldwin, A. A., Brown, C.E. & Trinkle, B. (2006). An Impacts Framework and Research Challenge. *Journal of Emerging Technologies in Accounting*, 3, 97-116.

### **Presentations, Lectures, Panels and Papers**

Trinkle, B. (2007, April). *Business Analytics/Data Mining*. Presented at the 2007 New Horizons Business Seminar, Charleston, SC.

## **JEFFREY A. YOST, Associate Professor**

### **Peer-Reviewed Articles**

Berry, S. & Yost, J. (2006). The Effect of Optimal Committed Capacity Levels on Operating Leverage. *Journal of Theoretical Accounting Research*, 2(1), 76-91.

Balaban, R.A. & Yost, J. (2006). Professor Gump's Dilemma: A Classroom Exercise in Game Theory. *Journal of Economics and Finance Education*, 5(1), .8-13.

### **Presentations, Lectures, Panels and Papers**

Yost, J. (2007, January). *Activity-based costing in a Not-for-Profit*. Presented at the Institute of Management Accounting, Charleston-Trident Chapter, Charleston, SC.

# Economics and Finance Department

## JUSTIN D. BENEFIELD, Assistant Professor

### Peer-Reviewed Articles

Benefield, J. D., Anderson, R. I., Zumpano, L. V. (2006). Does the Composition of the Market Portfolio Matter for Performance Rankings of Post-1986 Equity Real Estate Investment Trusts? *Journal of Real Estate Portfolio Management*, 13(3), 191-204.

### Presentations, Lectures, Panels and Papers

Benefield, J. D., Anderson, R. I., Zumpano, L. V. (2006, June). *Performance Differences in Property-Type Diversified versus Specialized Real Estate Investment Trusts*. Presented at the 2007 European Real Estate Society Conference, London, England.

Benefield, J. D., Cain, C. L., & Johnson, K. H. (2006, November). *On the Valuation of Adjustable Rate Mortgage Lock-In Options*. Presented at the 2006 Southern Finance Association Conference, Destin, FL.

Benefield, J. D., Anderson, R. I., & Zumpano, L. V. (2006, November). *Does the Composition of the Market Portfolio Matter for Performance Rankings of Post-1986 Equity Real Estate Investment Trusts?* Presented at the 2006 Southern Finance Association Conference, Destin, FL.

## CALVIN BLACKWELL, Associate Professor

### Book Chapters

Blackwell, Calvin, Berrens, Robert and Grijalva Therese. *An Experimental Investigation of Choice Under 'Hard' Uncertainty*. *Experimental Methods in Environmental Economics*.

### Peer-Reviewed Articles

Blackwell, C., Crotts, J.C., Litvin, S. W., Styles, A. (2006). Expenditures of Accommodations Tax Revenue: A South Carolina Study. *Journal of Travel Research*, 45(2), 150-157.

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

### **Presentations, Lectures, Panels and Papers**

- Blackwell, C., & Hefner, F. (2006). *The Economic Impact of the Recycling Industry in South Carolina*. Consultant's Report prepared for the South Carolina Department of Health and Environmental Control and the South Carolina Department of Commerce.
- Blackwell, C. (2007, March). *The Impact of Beach Re-nourishment on Property Values: The Case of Folly Beach, South Carolina*. Presented at the Southern Regional Science Association Meeting.
- Blackwell, C. (2006, June and November). *An Experimental Investigation of Primary Choice and Voter Turnout*. Presented at the Southern Economic Association Meetings and the International Economic Science Association Meetings.
- Blackwell, C. (2006, May). *Employment Beta: Targeted Recruiting for Sustainable Communities*. Presented at the annual meeting of the South Carolina Economic Developers' Association.
- Blackwell, C. (2006, October). *Eliciting Information from Students in an Incentive Compatible Manner*. Presented at the 6<sup>th</sup> Annual Teaching Economics, Wilmington, NC.

### **PETER T. CALCAGNO, Associate Professor**

#### **Presentations, Lectures, Panels and Papers**

- Calcagno, P., & Hefner, F. (2007). State Targeting of Business Investment: Does Targeting Increase Corporate Tax Revenue?" *Journal of Regional Analysis and Policy*, 37(2), 90-102.
- Calcagno, P., & Escaleras, M. (2007). Party Alternation, Divided Government, and Fiscal Performance within U.S. States. *Economics of Governance*, 8(2), 111-128.
- Adams, F., & Calcagno, P. (2006). Integrating Macroeconomics and Corporate Finance in Executive Education. *Journal of Executive Education*, 5(1), 9-15.
- Calcagno, P., Dan, M., & 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), 27-45.
- Calcagno, P. (2007, March). *An Analysis of State Expenditures and Varying Gubernatorial Term Limits*. Presented at the World Public Choice Society Meetings, Amsterdam.
- Calcagno, P. (2006, November). *House Member Support for Fiscally Conservative Policy: Principle or Party?* Presented at the Southern Economic Association Meetings, Charleston, SC.

Calcagno, P. (2006, March). *Party Alternation, Divided Government, and Fiscal Performance within U.S. States*. Presented at the Public Choice Society Meetings, New Orleans, LA.

### **JANE CLARY, Professor**

#### **Books**

Clary, B. J., Figart, D. M., & Dolfmsa, W. (Eds.). (2006). *Ethics and the Market: Insights from Social Economics*. London: Routledge Publishers.

#### **Peer-Reviewed Articles**

Clary, B. J. (2007). Broadening the Concept of Rational Economic behavior: A Case Study of Cheese Making at the Abbey of Tamié. *Review of Social Economy*, 65(2), 165-186.

#### **Presentations, Lectures, Panels and Papers**

Clary, B. J. (2007, June). *The role of Education in Forming Social Consent*. Paper presented at the World Congress of Social Economics, Amsterdam, The Netherlands.

Clary, B. J. (2007, March). *Adam Smith and Living Wages*. Paper presented at the SouthWestern Social Sciences Associations, San Antonio, TX.

### **JOCELYN EVANS, Associate Professor**

#### **Presentations, Lectures, Panels and Papers**

Evans, J., & Benson, G. (2006). Stockholders of Publicly Traded Corporations do not Shift Risk to Debtholders: Evidence from the Banking Industry. *The Journal of Economics and Finance*, 30(1), 70-92.

Evans, J., Hujik, J., & Siegel, P. (2007). Using the Sarbanes-Oxley Act (SOX) of 2002 to Teach Corporate Governance in Bank Management Classes. *Southwestern Business Administration Journal*, 6(2), 84-94.

DeLaurell, R., & Evans, J. (2006). The Bankruptcy Reform Act: The Entrepreneur's Dilemma. *The Journal of Economics and Finance Education*, 5(1), 38-46

Dadzie, K., & Evans, J. (2006). Indigenous Entrepreneurial Development: An Empirical Analysis of Foreign Multinational, Domestic National, and Rural Cooperative Banks. *Global Review of Business and Economics Research*, 2(2), 127-138.

- Evans, J. & Koch, T. (2007). Surviving Chapter 11: Why Small firms Prefer Supplier Financing. *Journal of Economics and Finance*, 31(2), 186-206.
- Evans, J., Mack, R. & Winston, E. (2007). Financial Intermediation in an African Setting: Perceived Differences in Performance between Domestic and Multinational Banks in Ghana. *Journal of African Business* 8(2), 91-104.
- Evans, J., & Siegel, P. (2007, April). Firm and Industry Specializations as a Determinant of Analyst Forecast Accuracy: A Comparative Evaluation of Firms with Different Diversification and Growth Levels. Presented at the American Accounting Association Southwest Region, San Antonio, Texas.
- Evans, J., & Hefner, F. (2006, November). *Golden Parachute Contracts: A Method for Minimizing Human Capital Risk*. Presented at the Southern Finance Association Meeting, Destin, Florida.
- Evans, J., & Sillah. (2006, January). *The Impact of New Bankruptcy Law on Mortgage Lending*. Presented at the 20<sup>th</sup> American Real Estate Society Annual Meeting, San Francisco, California.
- Evans, J., & Pyles, M. (2007, February). *Antitakeover Techniques and Corporate Ownership Structure*. American Economics and Finance Associations, Jacksonville, Florida.
- Benston, G. and Evans, J. (2006, February). *Stockholders of Publicly Traded Corporations do not Shift Risk to Debtholders: Evidence from the Banking Industry*. Academy Economics and Finance Association, Houston, Texas.
- Evans, J and Koch. (2005, November). *Surviving Chapter 11: Why Small Firms Prefer Supplier Financing*. Presented at the Southern Finance Association Conference (Best Paper Award), Key West, Florida.
- Dadzie, Evans, J. and Mack. (2006, January). *The Role of Marketing Strategy in the Diffusion of Financial Services in Emerging African Economies: Some Empirical Insights from Ghana*. Presented at the 13th Annual ASBBS Conference (Best Paper Award), Las Vegas, Nevada.
- Evans, J. and Winston. (2007, May). *Loan Delinquency and Default among Small Business Owners in Ghana: The Role of Gender*. International Academy of African Business and Development Association London, England.

**FRANK L. HEFNER, Professor**

### **Presentations, Lectures, Panels, Papers**

Calcagno, P., & Hefner, F. (2007). State Targeting of Business Investment: Does Targeting Increase Corporate Tax Revenue? *Journal of Regional Analysis and Policy*, 37(2), 90-102.

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

Calcagno, P., Dan, M., & 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), 27-45.

### **J. MICHAEL MORGAN, Professor**

#### **Peer-Reviewed Articles**

Dolvin, Morgan, J.M., Pyles, M. The Effect of Institutional Technologies on the Finance Classroom.

### **MARK K. PYLES, Assistant Professor**

#### **Presentations, Lectures, Panels and Papers**

Hahn, E.J., Mullineaux, D.J., Okoli, C., Pyles, M. (2007). Economic Impact of a Smoke-Free Law in a Tobacco Growing Community. *Tobacco Control*, 1, 66-68.

Dolvin, S.D., Pyles, M. (2006). IPO Long-Run Returns: A New Approach. *Financial Decisions*, 18(1), Article 4.

Pyles, M. (2007). More than Just the Ryder Cup: An Examination of Relevant Personal Characteristics in Professional Golf. *The Sport Journal*, 10(3).

Dolvin, S.D., & Pyles, M. (2007). Prior Debt and the Cost of Going Public. *Quarterly Journal of Business and Economics*, 46(2), 23-42.

Dolvin, S.D. & Pyles, M. (2007). Seasonal Affective Disorder and the Pricing of IPOs. *Review of Accounting and Finance*, 6(2), 214-228.

Dolvin, S.D., Morgan, K.M., & Pyles, M. (2006). The Effect of Instructional Technologies on the Finance Classroom. *Journal of Economics and Financial Education*, 5(2), 33-42.

Dolvin, S.D., Pyles, M., & Woodside, P. (2007). The Effect of Resale Constraints on Abnormal Returns of

Borrowers in Syndicated Loans. *Academy of Banking Services Journal*, 6(2), 81-96.

Pyles, M. (2006, October). *The Impact of Bank Venture Capital on Initial Public Offerings*. Presented at the FMA Annual Meeting, Salt Lake City, UT.

Dolvin, S.D., Mullineaux, D.J., & Pyles, M. (2007). The Impact of Bank Venture Capital on Initial Public Offerings. *Venture Capital: An International Journal of Entrepreneurial Finance*, 9(2), 145-164.

Dolvin, S.D., & Pyles, M. (2006). Venture Capitalist Quality and IPO Certification. *Venture Capital: An International Journal of Entrepreneurial Finance*, 8(4), 353-371.

### **HEATHER L.R. TIERNEY, Assistant Professor**

#### **Presentations, Lectures, Panels and Papers**

Chauvet, M., & Tierney, H. (2006, November). *Nonlinear Relation of Inflation and Nominal Interest Rates—A Local Nonparametric Investigation*. Presented at the Southern Economic Association (SEA) Meeting, Charleston, SC.

### **JONATHAN WILEY, Assistant Professor**

#### **Peer-Reviewed Articles**

Wiley, J., & Zumpano, L. (2006). Questioning the Effectiveness of Mandatory Agency Disclosure Statutes. *Journal of Housing Research*, 15(2), 161-174.

#### **Presentations, Lectures, Panels and Papers**

Wiley, J., & Zumpano, L. (2007, April). *Institutional Investment and the Turn-of-the-Month Effect: Evidence from REITs*. Presented at the American Real Estate Society Annual Meeting, San Francisco, CA.

Wiley, J., & Zumpano, L. (2006, April). *Questioning the Effectiveness of Mandatory Agency Disclosure Statutes*. Presented at American Real Estate Society Annual Meeting, Key West, FL.

# Hospitality and Tourism Management Department

## JOHN C. CROTTS, Professor

### Peer-Reviewed Articles

Crotts, J.C. and Pan, B. (2007). Destination Appraisals. *Annals of Tourism Research*, 34(2), 541-544.

Crotts, J.C., & Hsu, C. (2006). Segmenting Mainland Chinese Residents Based on Experience, Intention and Desire to Visit Hong Kong. *International Journal of Tourism Research*, 8, 279-287.

Crotts, J.C., & Kivela, J. (2006). Tourism and Gastronomy's Influence on how Tourists Experience a Destination. *Journal of Hospitality and Tourism Research*, 30(3), 354-377.

Crotts, J.C., & Kivela, J. (2006). Gastronomy and Tourism: A Meaningful Travel Market Segment. *Journal of Culinary Science and Technology*, 4(2/3), 39-55.

### Presentations, Lectures, Panels and Papers

Crotts, J., Litvin, S., & Ryan, C. (2006, November-December). *Convention Center Management – Influencing the Attendee Experience: The Case of Charleston Convention Center*. Presented at the New Zealand Conference of Hospitality Management Research. University of Waikato Management School, New Zealand.

Crotts, J.C., Muller, B., & Pan, B. (2007). *Developing web-based tourist information tools using Google map*. Information and Communication Technologies in Tourism 2007: Presented at the International Conference on Information Technology and Tourism, New York. NY.

## ROBERT FRASH, Assistant Professor

### Presentations, Lectures, Panels and Papers

Antun, J., & Frash Jr., R. (2007). *The Efficacy of Food Safety Training for Assisted Living Facility Foodservice Employees*. Presented at the I-CHRIE Annual Conference & Exposition, Dallas, TX.

Antun, J., Frash Jr., R., & Litvin, S. (2007). *The Impact of Family Life Cycle on Restaurant Dining Preferences*. Presented at the I-CHRIE Annual Conference & Exposition, Dallas, TX.

Frash Jr. R. (2006/7) Culinary Websites Reviews (2005/6). *Journal of Culinary Science & Technology* 4(2-4)

Antun, J., Frash, R., & Smith, E. (2006) Wikis, Blogs, Podcasts, RSS Podcatchers and Live Books: Are We Strangers Living in a Strange Land? *Frontiers in Southeast CHRIE Hospitality and Tourism Research* 10(2), 66-69.

### **STEPHEN W. LITVIN, Associate Professor**

#### **Peer-Reviewed Articles**

Litvin, S.W. (2006). Revisiting Plog's Model of Allocentricity and Psychocentricity One More Time. *Cornell Hotel and Restaurant Quarterly*, 47(3), 245-253.

Litvin, S.W. (2007). Marketing Visitor Attractions: A Segmentation Study. *The International Journal of Tourism Research*, 9, 9-19.

#### **Presentations, Lectures, Panels and Papers**

Goldsmith, R.E. & Litvin S.W. (2007, March). *E-services for the Hospitality and Tourism Industries*. Presented at the Association of Marketing Theory and Practice Conference, Sandestin, FL.

Crotts, J., Litvin, S., & Ryan, C. (2006, November). *Convention Center Management - Influencing the Attendee Experience: The Case of Charleston Convention Center*. Presented at the New Zealand Conference of Hospitality Management Research, New Zealand.

Antun, J., Frash Jr., R., & Litvin, S. (2007). *The Impact of Family Life Cycle on Restaurant Dining Preferences*. Paper presented at the I-CHRIE Annual Conference & Exposition, Dallas, TX.

Goldman, H., Litvin, S.W., Pan, B. (2006, June). Real Users, Real Trips, and Real Queries: An Analysis of Destination Search on a Search Engine. Travel and Tourism Research Association, Dublin, Ireland.

Litvin, S.W. (2006) *Charleston Area Paid Attraction Visitorship, Summer 2005 Study*. Prepared for the Charleston Area Convention and Visitors Bureau.

### **BING PAN, Assistant Professor**

#### **Peer-Reviewed Articles**

Crotts, J.C. and Pan, B. (2007). Destination Appraisals. *Annals of Tourism Research*, 34(2), 541-544.

Pan, B., Hembrooke, H., Joachims, T. Gay, G., & Granka, L. (2007). In Google We Trust: Users' Decisions on Rank, Position and Relevancy. *Journal of Computer-Mediated Communication*, 12(3).

- Joachims, T., Granka, L., Pan, B., Hembrooke, H., Radlinski, F., & Gay, G. (2007). Evaluating the Accuracy of Implicit Feedback from Clicks and Query Reformulations in Web Search. *IEEE Transactions on Information System*, 25(2), 1-27.
- Pan, B, Gay, G.K., Saylor, J., Hembrooke, H. (2006). One digital library, two undergraduate classes, and four learning modules: Uses of a digital library in classrooms. *Journal of American Society for Information Science and Technology*, 25(2), 1123-1131.
- Pan, B., & Fesenmaier, D.R. (2006). Online Information Search and Trip Planning Process. *Annals of Tourism Research*, 33(3), 809-832.
- Pan, B., Hembrooke, H., Gay, G., and Gonsalves, G.C. (2006). Bridging the gap: A conceptual model of the access of digital libraries. *Journal of Digital Information*, 7(2).

#### **Presentations, Lectures, Panels and Papers**

- Pan, B. & Smith, W.W. (2007, June). *The Dimensions of purchase involvement of reading week traveling and the segmentation of student travelers*. Presented at the 5th Bi-Annual Symposium of the International Society of Culture, Tourism, and Hospitality Research, Charleston, SC.
- Pan, B., Smith, W.W. Zhang, L. & Li, X. (2007, June). *Satisfaction of online trip planning: A mixed-method approach*. Presented at the 5th Bi-Annual Symposium of the International Society of Culture, Tourism, and Hospitality Research, Charleston, SC.
- Smith, W.W., Pan, B., Li, X., & Zhang, L. (2007, August). *Tips and traps: Methodological issues related to conducting an online trip planning study*. Presented at the Annual Conference of Travel and Tourism Research Association, Las Vegas, NV.
- Crotts, J.C., Muller, B., & Pan, B., (2007, August). *Developing web-based tourist information tools using Google map*. Information and Communication Technologies in Tourism 2007: Presented at the International Conference on Information Technology and Tourism), New York, NY.

Pan, B., & Turner, G.B. (2006, September). Tourist information search and acquisition: An extended framework. Presented at the Annual Conference of Atlantic Marketing Association, Charleston, SC.

## **WAYNE SMITH, Assistant Professor**

### **Peer-Reviewed Articles**

Carmichael B., & Smith, W.W. (2007). Domestic Business Travel in Canada with a Focus on the Female Market. *Journal of Travel and Tourism Marketing*, 21(1), 217-226.

Smith, W.W. (2007). Social desirability bias and exit survey responses: The case of a First Nations campground in central Ontario Canada. *Tourism Management*, 28, 917-919.

Cannally, C., Carmichael, B., & Smith, W.W. (2006). Playing, Watching, and Participating: Identifying the Role of Sport in Canadian Domestic Travel. *Tourism Review International*, 10(4), 217-226.

### **Presentations, Lectures, Panels and Papers**

Carmichael, B. A., & Smith, W.W. (2006, June). *Homegrown Tourism: A Study of Residents and their Perceptions of the VFR Market*. Presented at the 2006 TTRA International Conference, Dublin, Ireland.

Pan, B., & Smith, W.W. (2007, June). *The Dimensions of purchase involvement of reading week traveling and the segmentation of student travelers*. Presented at the 5th Bi-Annual Symposium of the International Society of Culture, Tourism, and Hospitality Research, Charleston, SC.

Li, X., Pan, B., Smith, W.W., & Zhang, L. (2007, June). *Satisfaction of online trip planning: A mixed-method approach*. Presented at the 5th Bi-Annual Symposium of the International Society of Culture, Tourism, and Hospitality Research, Charleston, SC.

Li, X., Pan, B., Smith, W.W., & Zhang, L. (2007, June). Tips and traps: Methodological issues related to conducting an online trip planning study. *Presented at the Annual Conference of Travel and Tourism Research Association*, Las Vegas, NV.

## Management and Entrepreneurship Department

### LAQUITA C. BLOCKSON, Assistant Professor

#### Peer-Reviewed Articles

- Blockson, L. C., Robinson, J. A., & Robinson, S. L. (2007). Alleviating poverty through business ownership: Personal and professional success experienced by African American women entrepreneurs. *Journal of the Center for Research on African American Women*, 2(1), 26 – 33.
- Robinson, J. A., Blockson, L.C., & Robinson, S. L. (2007). Exploring stratification and entrepreneurship: African American women entrepreneurs redefine success in growth ventures. *The Annals of the American Academy of Political and Social Science*, 613, 131-154.

#### Presentations, Lectures, Panels and Papers

- Blockson, L. C., Combs, G. M., Jett, Q., & Robinson, J. A., (2006, November). *Hurricane Katrina: Racial implications of organizational precursors, responses, and lessons learned*. Presented at the Inaugural Symposium on Race and society, Charlottesville, VA.
- Blockson, L. C., Combs, G. M., Jett, Q., & Robinson, J. A., (2006, August). *Hurricane Katrina and the public concern: Organizational precursors, responses, and lessons learned*. Presented at the Academy of Management, Atlanta, GA.
- Blockson, L. C., Ferdman, B., Logsdon, J., & Murrell, A. (2006, August). *Contributions of Dr. Martin Luther King, Jr. to management scholarship and practice*. Academy of Management meeting, Atlanta, GA.
- Blockson, L. C., Robinson, S. L., & Sequeira, J. M. (2006). *The role of African women-led businesses in the 21<sup>st</sup> century Sub-Saharan African development: A comparative country analysis of ventures led by black African women and black women of the African Diaspora*. International Academy of African Business and Development. Accra, Ghana.
- Blockson, L. C. (2006, June). *Exploring stratification and entrepreneurship: New directions from research on African American women entrepreneurs*. Invited speaker at the E. M. Kauffman Research conference on Entrepreneurship among Minorities and Women, Chapel Hill, NC.

Blockson, L.C. (2006, September). *Roads to entrepreneurship: How may it work for you?* Invited speaker at the South Carolina Association of Community Development Corporation's Housing and Urban Development Summit, Charleston, SC.

Blockson, L. C. (2007, March). *Alleviating poverty through business ownership: Personal and professional success experienced by African American women entrepreneurs.* Invited speaker at the Spring Research Forum for the Center for Research on African American Women, Washington, D.C.

## **JOHN E. CLARKIN, Assistant Professor**

### **Peer-Reviewed Articles**

Clarkin, J. E. (2007). *Channel Changes: An Examination of Ownership Change in Franchise Firms.* Journal of Marketing Channels.

Clarkin, J. E. (2007). *Overseas Expansion Activities of North American Franchises.* International Journal of Entrepreneurship and Small Business/ Inderscience Publishers, 4(1), 4-16.

Clarkin, J. E., Hasbrouck, R. B. (2007). *The Franchise 500 as a Research Tool.* Journal of Small Business and Enterprise Development, 14(1), 144-57.

### **Presentations, Lectures, Panels and Papers**

Clarkin, John E., Gough, Carolyn, Welsh, Dianne H.B., Hoy, Frank. (2007, June). *Creating a Franchise Training Program.* ICSB World Conference, Turku, Finland.

Clarkin, John E., Welsh, Dianne H.B., Gough, Carolyn, Rudd Jr, Howard F. (2007, June). *Are Some Locations Better Than Others for Franchisor Development?* ICSB World Conference Turku, Finland.

Rudd Jr, Howard F., Clarkin, John E. (2007, March). *Relationship Marketing, Partnership Building, and Risk Management as Critical Success Factors in the Development of a Franchise Research Center in a Liberal Arts University.* 2007 Annual Meeting, Panama City, Florida.

Clarkin, J. *South Carolina Investor Network Capital Forum.* (2007, March). InnoVenture 2007, Greenville, South Carolina.

Clarkin, J. (2006, November). *Defining Entrepreneurship.* South Carolina Association for Higher Continuing Education Annual Meeting, Greenville, South Carolina.

Clarkin, John E., Shaver, Kelly (2006, October). *Social Entrepreneurs: Who they are may be the right question*. 2nd Annual PSED Conference, Greenville, South Carolina.

## **GORDON E. DEHLER, Assistant Professor**

### **Peer-Reviewed Articles**

Dehler, G.E. (2006). Using action research to connect practice to learning: A course project for working management students. *Journal of Management Education*, 30(5), 636 – 669.

### **Presentations, Lectures, Panels and Papers**

Dehler, G. E., & Elrod, L. (2007, March). *Critical pedagogy in K-12: Prospects and problematics*. *Second Making Connections*. Educators in Action School Improvement Conference, Charleston, SC.

Dehler, G.E. (2006, June). *Escaping the Red Ocean: issues in designing a Blue Ocean graduate management program*. Organizational Behavior Teaching Conference, Rochester, NY.

Dehler, G. (2006, August). *Growing students into critical beings: connecting critical pedagogy to critical action*. National Academy of Management Annual meeting, Atlanta, GA.

Dehler, G.E., Raelin, J. & Vince, R. (2006, August). *Explorations in action research: Can AR be 'critical'?* Academy of Management Annual meeting, Atlanta, GA.

Beatty, J., Dehler, G.E., & Leigh, J. (2006, August). *Comparing management education journals: AMLE, JME, and ML*. Academy of Management Annual meeting, Atlanta, GA.

Cowan, D.A., Dehler, G.E., & Young, J.E. (2006, August). *Management, spirituality and religion doctoral and junior faculty consortium*. Academy of Management annual meeting, Atlanta, GA.

## **JOSE GAVIDIA, Associate Professor**

### **Peer-Reviewed Articles**

Gavidia, J. V., & Martinez, J. L. (2007). Dos alternativas de organizacion de la cadena de suministros con una orientacion al Mercado: Benetton frente a Inditex. *Revista de Empresa*, 19, 48-57.

Gavidia, J. V. (2006). Empirical determination of small business size standards. *Review of Business Research*, 4(3), 44-50.

### **Presentations, Lectures, Panels and Papers**

Gavidia, J. V., & Polito, T. (2007, April). *An analysis of world-wide business school research productivity in production and operations management*. Presented at the Allied Academies International Conference. Jacksonville, FL.

Gavidia, J. V. (2006, October). *Empirical determination of small business size standards*. Presented at the Annual Conference of the International Academy of Business and Economics. Las Vega, NV.

Gavidia, J. V., & Martinez, J. L. (2006, February). *Diccionario para Ejecutivos: Insourcing*. ABC.

Gavidia, J. V., & Martinez, J. L. (2006, July-August). *Operacoes: O insourcing substituirá o outsourcing*: HSM Management, 57, 12.

### **GERALD GONSALVES, Assistant Professor**

#### **Peer-Reviewed Articles**

Gonsalves, G. & Changchit, C. (2007). An Empirical Study of Integrated Continuous Improvement Approaches to Business Process Management. *Review of Business Research*, 7(6), 106-110.

Changchit, C., Cutshall, R., & Gonsalves, G. (2006). Designing and electronic commerce course: An effort to balance between theory and practice. *Information Systems Education Journal*, 4(108), 3 – 7.

Pan, B., Hembrooke, H., Gay, G. and Gonsalves, G., (2006). Bridging the gap: A conceptual model of digital libraries. *Journal of Digital Information*, 7(2).

#### **Presentations, Lectures, Papers and Panels**

Gonsalves, G.C. and Changchit C. (2007, October). *An Empirical Study of Integrated Continuous Improvement Approaches to Business Process Management*. International Academy of Business and Economics (IABE) Annual Conference, Las Vegas, Nevada.

Changchit C. and Gonsalves, G. (2007, June). *A Comparison of Online and Traditional Consumer Shopping Preferences*. Global Information Technology Management (GITM) World Conference Proceedings, Naples, Italy.

Gonsalves G. and Changchit, C. (2007, June). *I can't believe they do not shop online!* Global Information Technology Management (GITM) World Conference Proceedings, Naples, Italy.

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

## **HARLAND HODGES, Associate Professor**

### **Peer-Reviewed Articles**

Hodges, H.E., & Kent, T. W. (2006). Impact of planning and control sophistication in small business. *Journal of Small Business Strategy*, 17(2), 75 – 88.

### **Presentations, Lectures, Panels and Papers**

Hodges, H.E. (2006, May). *Considerations for Introductory Statistics: Bridging the gap from calculations to interpretation using Excel worksheets – Visual Interactive Statistical Analysis (VISA)*. Academic Business World Conference, Nashville, Tennessee.

## **THOMAS W. KENT, Associate Professor**

### **Book Chapters**

Kent, T. W. Appreciative Inquiry. In Susan Lee, *Encyclopedia of Public Administration and Public Policy*. 2<sup>nd</sup> Ed. New York, NY: Taylor & Francis Publishers.

Kent, T. W. (date). Leadership. *Encyclopedia of Public Administration and Public Policy* (2<sup>nd</sup> Ed). Susan Lee, Ed. New York, NY Taylor & Francis Publishers.

### **Peer-Reviewed Articles**

Hodges, H.E., & Kent, T. W. (2006). Impact of planning and control sophistication in small business. *Journal of Small Business Strategy*, 17(2), 75-88.

Kent, T. W. (2006). A process for identifying the skills needed for operating in a self-directed team in a manufacturing setting. *Team Performance Management*, 12(7/8), 258-271.

Kent, T. W. (2006). Leadership and Emotions in Health Care Management. *Journal of Health Organization and Management*. 20(1), 49-66.

### **Presentations, Lectures, Panels and Papers**

Ettinger, E., Kent, T., Lehner, J., Van Dick, R. (2007, August). *The Meaning of Financial Consultants' Commitment*. Presented at the Academy of Management. Philadelphia., PA.

Kent, T. W. (2007, May). *Using Immersion Learning and Learning Logs to Enhance Learning in a Class on Organization Behavior*. Charleston Connections Conference. Charleston, SC.

Kent, T. W., Gonzalez, M. E., Quesada, G. (2006, November). *Leader Behavior: An international comparison*. Proceedings of the 37<sup>th</sup> Annual Meeting of the Decision Sciences Institute, San Antonio, TX.

Kent, T. W. (2007, April). *Immersion Learning in a Class on Multi-Cultural Organizational Behavior*. Proceedings of the 127<sup>th</sup> Annual Meeting of the Conference on Teaching and Learning in Higher Education, Jacksonville, FL.

### **JAMES MUELLER, Associate Professor**

#### **Peer Reviewed Articles**

Mueller, J., Biljanoska, J. and Spaseva, S. (2007). Implementation of the European credit transfer system in Macedonian higher education. *International Journal of Education Research*, 2(1), 54-66.

#### **Presentations, Lectures, Panels and Papers**

Mueller, J. (2007). *Globalization Construct Equivalence*. International Academy of Business and Public Administration Disciplines Conference. Orlando, FL.

### **HOWARD RUDD, Professor**

#### **Presentations, Lectures, Panels and Papers**

Rudd, H. (2007). *Relationship Marketing, Partnership Building, and Risk management as Critical Success Factors in the Development of a Franchise Research Center in a Liberal Arts University*. Presented at the Association of Marketing Theory and Practice Annual meeting.

### **KELLY SHAVER, Professor**

#### **Book Chapters**

Shaver, K. G. (2007). Psychological methods in entrepreneurship research. In J. R. Baum, Frese, & R. A. Baron (Eds.), *The psychology of entrepreneurship*. Mahwah, NJ: Lawrence Erlbaum Associates.

**Presentations, Lectures, Panels and Papers**

Clarkin, J. E., & Shaver, K. G. (2006). *Social entrepreneurs: Who they are might be the right question*. 2nd Annual PSED conference, Greenville, SC.

## **Marketing and Supply Chain Management Department**

### **JULIA E. BLOSE, Associate Professor**

#### **Presentations, Lectures, Panels and Papers**

Maclaurin, Tanya; Blose, Julie and Mack, Rhonda (2007, October), "Culinary Tourism: Segmentation and Identification of the Culinary Tourist," Proceedings of the 7th Global Conference on Business and Economics, Rome, Italy.

### **MARVIN GONZALEZ, Assistant Professor**

#### **Peer-Reviewed Articles**

Mora-Monge, C.A., S.S. Rao, and M. Gonzalez, (2007). Strategic Considerations of Advanced Manufacturing Technologies in two Developing Countries: A Coalignment Analysis. *International Journal of Services and Operations Management*,. 3(4), 444-459.

Monge, C. M., Rao, S. S, Gonzalez, M. E. (2006). Performance Measurement of AMT: A Cross-Regional study. *Benchmarking: An International Journal*, 13(1/2), 135-146

Gonzalez, M. E., Quesada G., Urrutia, I., & Gavidia, J.V. (2006). Conceptual design of an e-healthy strategy for the Spanish health care system. *International Journal of Health Care Quality Assurance*, 19(2),146-157.

#### **Presentations, Lectures, Panels and Papers**

Gonzalez, M., Quesada, G., Lavine, M. and Trinkle, B. (2007). *An Efficiency Model Study to Evaluate the Impact of Port Security Activities on Port Productivity*. International Symposium and Workshop on Global Supply Chain, Inter-modal Transportation and Logistics. Toledo, Ohio.

Quesada, G., Gonzalez, M. E., Rao, S. S., Ragu-Nathan, T. S. (2007) *Getting inside e-Procurement technologies to Study Their Usage Impact on Procurement Practices and Performance*. 38<sup>th</sup> Annual Meeting of Decision Sciences Institute, Phoenix, Arizona

Mora Monge C., Quesada, G., Gonzalez, M. E., Subba, S.R. (2007). *Assessing the Impact of Web Based Electronic Commerce on the Organizational Benefits of a Firm: An Empirical Study*. 38<sup>th</sup> Annual Meeting of Decision Sciences Institute, Phoenix, Arizona.

- Gonzalez, M., Quesada, G., Gourdin, K., Hartley, M., Turner, G. (2006, March). *A Case Study in Designing a Supply Chain Management Curriculum Using Quality Function Deployment*, Proceedings of the 2006 Southeastern INFORMS Conference, Myrtle Beach SC.
- Gonzalez, M., Quesada, G., Mueller, R., & Mack, R., (2006, November). *Measuring and Improving Service Quality: An Alternative Approach*. Proceedings of the 37th Annual Meeting of the Decision Science Institute, San Antonio, TX.
- Gonzalez, M., Quesada, G., Gourdin, K., Hartley, M. (2006, November). *Supply Chain Management Academic Curriculum: Designing a Program Using QFD and Benchmarking*. Proceedings of the 37<sup>th</sup> Annual Meeting of the Decision Science Institute, San Antonio, TX
- Gonzalez, M., Quesada, G. Martinez, J.L., & Mora-Monge, C. (2006, November). *Strategic Manufacturing Priorities Among Continents: An Empirical Study*. Proceedings of the 37th Annual Meeting of the Decision Science Institute, San Antonio, TX.
- Quesada, G., Gonzalez, M., Kent, T., &. (2006, November). *Leader Behavior: An International Comparison*. Proceedings of the 37th Annual Meeting of the Decision Science Institute, San Antonio, TX.

## **KENT GOURDIN, Professor**

### **Peer-Reviewed Articles**

- Gonzalez, M., Gourdin, K., Hartley, M., & Quesada, G. Designing a SCM Academic Program Using QFD and Benchmarking Analysis. *Quality Assurance in Education*.

### **Presentations, Lectures, Panels and Papers**

- Gonzalez, M., Gourdin, K., Hartley, M., Quesada, G., Turner, G. (2006). *A Case Study in Designing a Supply Chain Management Curriculum Using Quality Function Deployment*, Proceedings of the 2006 Southeastern INFORMS Conference, Myrtle Beach SC.
- Gonzalez, M., Gourdin, K., Hartley, M., & Quesada, G. *Supply Chain Management Academic Curriculum: Designing a Program Using QFD and Benchmarking*. Proceedings of the 37<sup>th</sup> Annual Meeting of the Decision Science Institute, San Antonio, TX.

## **MARK HARTLEY, Professor**

### **Peer-Reviewed Articles**

Gonzalez, M., Hartley, M., & Quesada, G. Designing a SCM Academic Program Using QFD and Benchmarking Analysis. *Quality Assurance in Education*.

### **Presentations, Lectures, Panels and Papers**

Gonzalez, M., Gourdin, K., Hartley, M., Quesada, G., & Turner, G. (2006). *A Case Study in Designing a Supply Chain Management Curriculum Using Quality Function Deployment*.

Presented at the 2006 Southeastern INFORMS Conference, Myrtle Beach SC.

Gonzalez, M., Gourdin, K., Hartley, M., Quesada, G. *Supply Chain Management Academic Curriculum: Designing a Program Using QFD and Benchmarking*. Proceedings of the 37<sup>th</sup> Annual Meeting of the Decision Science Institute, San Antonio, TX.

Hartley, M., & Turner, G. (2006). *Business Student Views on the Ethnicity of Accepting Various Gratuities; or, Student versus Practitioner Ethics*. Proceedings of the 2006 Annual Southeast Institute for Operations Research and the Management Sciences Conference.

Hartley, M. (2006). *The On-Campus Marketing of Men's College Basketball*. Presented at the 2006 Annual Atlantic Marketing Association Conference.

Ferguson, W., Hartley, M., Turner, G. (2006). *Purchasing Involvement in the Corporate Strategic Planning Process (CSD): A Literature Review*. Presented at the 2006 Annual Southeast Institute for Operations Research and the Management Sciences Conference.

Hartley, M., & Turner, G. *Agency—Resource Dependence—Transaction Cost Analysis: Three Theoretical Models for Exploring the New Buyer Paradigm*. Presented at the Hawaii International Conference on Business, HI.

## **RHONDA MACK, Professor**

### **Peer-Reviewed Articles**

Evans, J., Mack, R., Winston, E. (2007). Financial Intermediation in an African Setting: Performance Differences Between Domestic and Multinational Banks in Ghana. *Journal of African Business*, 8(2), 91-104.

## **RENE MUELLER, Associate Professor**

### **Peer-Reviewed Articles**

Broderick, A., Greenley, G., & Mueller, R. (2007). The Behavioral Homogeneity Evaluation Framework:

Multi-Level Evaluations of Consumer Involvement in International Segmentation. *Journal of International Business Studies*, 1(2), 328-344.

Balabanis, G., Melewar, T.C., & Mueller, R. (2007). In-group and Out-group Orientations and their

Relation to the Formation of Country of Origin Image Stereotypes. *International Journal of Business and Globalization*, 38, 746-763.

## **GIOCONDA QUESADA, Assistant Professor**

### **Peer-Reviewed Articles**

Doll, W., Syamil, A., & Quesada, G. OEM New Product Development Practices that Drive Supplier

Performance in the Automobile Industry. *The Journal of Supply Chain Management; A Global Review of Purchasing and Supply*.

Gavidia, J., Gonzalez, M., Quesada, G., Urrutia, I. Conceptual Design of an e-health Strategy for the Spanish Healthcare System. *International Journal of Health Care Quality Assurance*.

Gonzalez, M., Gourdin, K., Hartley, M., & Quesada, G. Designing a SCM Academic Program Using QFD and Benchmarking Analysis. *Quality Assurance in Education*.

### **Presentations, Lectures, Panels and Papers**

Gonzalez, M., Gourdin, K., Hartley, M., Quesada, G., & Turner, G. (2006). *A Case Study in*

*Designing a Supply Chain Management Curriculum Using Quality Function Deployment*.

Presented at the 2006 Southeastern INFORMS Conference, Myrtle Beach SC.

Kent, T., & Quesada, G. (2006). *Leader Behavior: An International Comparison*. Presented at the

37<sup>th</sup> Annual Meeting of the Decision Science Institute, San Antonio, TX.

Martinez, L., Mora-Monge, C., Quesada, G. (2006). *Strategic Manufacturing Priorities Among*

*Continents: An Empirical Study*. Presented at the 37<sup>th</sup> Annual Meeting of the Decision Science Institute, San Antonio, TX.

## **GREG TURNER, Associate Professor**

### **Presentations, Lectures, Panels and Papers**

- Gonzalez, M., Gourdin, K., Hartley, M., Turner, G., & Quesada, G. (2006). *A Case Study in Designing a Supply Chain Management Curriculum Using Quality Function*. Presented at the 2006 Southeastern INFORMS Conference, Myrtle Beach SC.
- Hartley, M., & Turner, G. (2006). *Business Student Views on the Ethnicity of Accepting Various Gratuities; or, Student versus Practitioner Ethics*. Presented at the 2006 Annual Southeast Institute for Operations Research and the Management Sciences Conference.
- Hartley, M., & Turner, G. (2006). *The On-Campus Marketing of Men's College Basketball*. Presented at the 2006 Annual Atlantic Marketing Association Conference.
- LeMay, S., & Turner, G. (2006). *Alliances, Relationships, Cooperation, Teamwork, Partnerships, Collaboration: Three Theoretical Models for Exploring the New Buyer-Seller Paradigm*. Proceedings of the 2006 Annual Southeast Institute of Operations Research and the Management Sciences Conference.
- Ferguson, W., Hartley, M., & Turner, G. (2006). *Purchasing Involvement in the Corporate Strategic Planning Process (CSD): A Literature Review*. Presented at the 2006 Annual Southeast Institute for Operations Research and the Management Sciences Conference.
- Gonzalez, M., Gourdin, K., Hartley, M., Turner, G. (2006). *Case Study in Designing a Supply Chain Management Curriculum Using Quality Function*. Proceedings of the 2006 Southeastern INFORMS Conference, Myrtle Beach SC.
- Pan, B., & Turner, G. (2006). *Tourist Information Search and Acquisition: An Extended Framework*. Proceedings of the 2006 Annual Atlantic Marketing Association Conference.
- Hartley, M., & Turner, G. *Agency—Resource Dependence—Transaction Cost Analysis: Three Theoretical Models for Exploring the New Buyer Paradigm*. Proceedings of the Hawaii International Conference on Business, Hawaii.

**YU (HENRY) XIE, Assistant Professor**

**Peer-Reviewed Articles**

Xie, Y. & Boggs, D. J., (2006). Corporate Branding Versus Product Branding in Emerging Markets.

*Marketing Intelligence & Planning*, 24(4), 347-64.

**Presentations, Lectures, Panels and Papers**

Xie, Y. (2007, February). *Consumer Innovativeness and Acceptance of Brand Extensions*. Presented at the

American Marketing Association Educators' Conference, San Diego, CA.

**LIXUAN (GRACE) ZHANG, Assistant Professor**

**Peer-Reviewed Articles**

Kappelman, L., McKeeman, R., & Zhang, L. (2006). Early Warning Signs of IT Project Failure: The

Dirty Dozen. *Information Systems Management*, 23(4), 31-36.

**Presentations, Lectures, Panels and Papers**

Amos, C., & Zhang, L. (2006, November). *A Public Policy Perspective on the Commercial E-Mail*

*Environment*. Presented at the Annual Conference of the Society for Marketing Advances,

Nashville, TN.