

Tenth Annual Volume

Publications of New Jersey's Business Faculty

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Allen Gibson, Ph.D., Editor



October 2011

The NJPRO Foundation, the public policy research affiliate of the New Jersey Business & Industry Association (NJBIA), *New Jersey Business Magazine* and the Stillman School of Business at Seton Hall University proudly present our tenth volume of the *Publications of New Jersey's Business Faculty*, which celebrates the business intellectual capital at colleges of business within the State of New Jersey. This collaboration is a natural fit for our organizations. The NJPRO Foundation and NJBIA have a long and distinguished record of educating their constituents on important business issues of the day. The Stillman School, in sharing current research with others, seeks to improve the learning environment of students and faculty and to enhance the effectiveness of business organizations. Together, we have compiled the research works of business faculty within New Jersey, works that have been published in 2010. We also include teaching notes that summarize examples of ways to connect the classroom to the business world.

We are proud to recognize the very best papers from 2010. These authors have earned the Bright Idea Awards for their research. We appreciate Dean Sam Basu (William Paterson University), Professor Barbara Boyington (Brookdale Community College), Dean E. LaBrent Chrite (Montclair State University), Dean William Keep (The College of New Jersey), and Dean Nirranjan Pati (Rowan University) who helped us in the evaluation of the many fine papers that were submitted. Congratulations to our award winners!

Here are the 2010 Bright Idea award winners:

<i>Accounting</i> : “An experimental investigation of the intentions to accrue and disclose environmental liabilities,” by Stephanie Weidman of Rowan University. (Weidman, S.M., Curatola, A.P. & Linnehan, F.)
<i>Economics</i> : “Do federal budget deficits cause crowding out?” by Tricia Coxwell Snyder of William Paterson University.
<i>Finance</i> : “The hot-growth companies: How well do analysts predict their performance?” by Susana Yu and Richard Lord of Montclair State University. (Yu, S., Lord, R.A. & Webb, G.)
<i>Finance</i> : “Ownership dispersion and market liquidity,” by Gady Jacoby of Seton Hall University. (Jacoby, G. & Zheng, S.X.)
<i>Finance</i> : “A comparison of the determinants of stock returns in the 1987 and 2008 stock market meltdowns,” by Jia Wang and Gulser Meric of Rowan University and Ilhan Meric of Rider University. (Wang, J., Meric, G., Liu, Z. & Meric, I.)
<i>Information Technology</i> : “Healthcare informatics: Improving efficiency and productivity,” by Stephan Kudyba of the New Jersey Institute of Technology.
<i>Information Technology</i> : “Simulation for emergency care process reengineering in hospitals,” by Sung Shim of Seton Hall University. (Shim, S.J. & Kumar, A.)
<i>International Business</i> : “An evolutionary approach to understanding international business activity: The co-evolution of MNEs and the institutional environment,” by John A. Cantwell of Rutgers University-Newark and New Brunswick. (Cantwell, J.A., Dunning, J.H. & Lundan, S.M.)
<i>Legal Studies</i> : “Internal corporate investigations and the truth,” by Kevin H. Michels of The College of New Jersey.
<i>Legal Studies</i> : “The line between illegality & unethical behavior in the Goldman Sachs subprime mortgage securities case,” by Agatha Jeffers and Marion Mogielnicki of Montclair State University.

We especially commend John Cantwell, who is being recognized for the third time (2005, 2007), and Agatha Jeffers for the second time (2008).

It is our sincere hope that business professionals will find this resource useful as they lead their organizations and that business practitioners and business faculty will continue to work with each other as we seek to advance business within and beyond the Garden State.



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As always, we are very pleased with the widespread support of this publication. First of all, the publication would not be possible without the support and personal involvement of Dr. Joyce Strawser, Acting Dean of the Stillman School of Business at Seton Hall University, and Sara Bluhm, Executive Director, NJPRO Foundation.

A special thanks to Pamela Dungee, Lorraine Joyce, and Juan Carvajal, Seton Hall Public Relations, for their efforts to publicize this work and for the timely production of the cover for this year's volume. I would also like to thank the NJPRO Foundation and the staff at NJBIA for their efforts in promoting the publication and for the generous production of the Bright Ideas Awards.

Above all, thanks to the New Jersey Business Faculty for their efforts in providing quality publications. The extent to which both the deans and the individual faculty have supported this project is greatly appreciated. A special thank you goes to the authors of the Teaching Notes for their excellent contributions to this important section of the publication. Last, but not least, a special note of thanks to those who provided submissions in electronic form. The electronic files greatly facilitate the publication process as well as improving its accuracy.

The publication would not have been possible without the help of Melody Puliti of the Stillman School. Melody carefully prepared the input and proofread the document with her proven success at finding my errors. Melody also managed the document production in both paperbound and CD versions.

I would also like to thank the support staff of the Stillman School, Brian Condon, Janet Fenton, Carol Flynn, Joanne DeStefano, and Tanya Dixon, for their continuing support and assistance. Their efforts that enable all Stillman projects are greatly appreciated.

Finally, I would like to thank my wife, Lynn, and my extended family, David, Kim, Emily, and Jayson for their constant support and continuing interest in this project.

Allen Gibson, Ph.D., Editor

SECTION 1: INTRODUCTION

It is a pleasure to introduce this tenth annual volume of *Publications of New Jersey's Business Faculty*. Thirteen colleges contributed to this year's volume. In addition to the generous support of the New Jersey business faculty, it is always satisfying to note the range and timeliness of topics included each year. Not surprisingly given recent events, this year's topics include the equity markets, healthcare, supply chain management, the subprime mortgage meltdown, and Ponzi schemes. To accommodate the growing number of international studies of an interdisciplinary nature, we have added International Business as a separate discipline. We have also revised the cover to emphasize the growing importance of global events. In order to recognize collaboration with the broader New Jersey business and educational community, we note authors who are employed by New Jersey businesses or New Jersey public schools in addition to those who are members of the New Jersey business faculty. Our apologies to any New Jersey author whom we may have failed to recognize.

Copies of this volume will be distributed to authors via CD in order to conserve resources and to make the document more accessible in electronic form. The publication will also be made available in electronic form on both the Stillman School and NJPRO websites. We welcome your ideas for improving the usefulness of this publication and in determining its future direction.

The bibliography is organized as follows. The complete citations together with abstracts of the publications are contained in Section 2. Section 3 includes the teaching notes that provide valuable ideas for classroom use. For those who would like to view the publications contributed by individual schools, Section 4 presents the citations (without abstracts) organized by school. Section 5 presents the same citations organized by academic discipline. The abstracts of the articles listed in Sections 4 and 5 can be found in Section 2 where the publications are listed alphabetically by last name of the first author.

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Table 1 - New Jersey Colleges and Universities with a Business Curriculum4-Year Institutions

Berkeley College
Bloomfield College
Caldwell College
Centenary College
College of St. Elizabeth
DeVry University
Drew University
Fairleigh Dickinson University
Felician College
Georgian Court University
Kean University
Monmouth University
Montclair State University
New Jersey City University
New Jersey Institute of Technology
Ramapo College of New Jersey
Rider University
Rowan University
Rutgers University
Saint Peter's College
Seton Hall University
Stevens Institute of Technology
The College of New Jersey
The Richard Stockton College of New Jersey
Thomas Edison State College
William Paterson University of New Jersey

2-Year Institutions

Atlantic Cape Community College
Bergen Community College
Brookdale Community College
Burlington County College
Camden County College
County College of Morris
Cumberland County College
Essex County College
Gloucester County College
Hudson County Community College
Mercer County Community College
Middlesex County College
Ocean County College
Passaic County Community College
Raritan Valley Community College
Salem Community College
Sussex County Community College
Union County College
Warren County Community College

SECTION 2: CITATIONS AND ABSTRACTS

This section contains the complete citation and abstract of each publication in the bibliography. The publications are listed alphabetically in order of the last name of the first author appearing in the citation. In addition, the names and affiliations are given for each author that represents a New Jersey college or university. For those readers interested in a particular subject area, the discipline or field associated with each publication is given. The disciplines include the following: Accounting, Decision Sciences, Economics, Finance, Information Technology, International Business, Legal Studies, Management, Marketing, Pedagogy, and Taxation. In addition to the discipline, a key word or phrase is included that is intended to describe the specific application within the discipline.

The layout of the information for each publication is as follows:

Citation of the Publication

College and/or University for each New Jersey author
Discipline: Specific application

Abstract of the Publication

Affiliation of each New Jersey author.

Agnihotri, R., & Rapp, A.A. (2010). *Effective sales force automation and customer relationship management: A focus on selection and implementation*. New York: Business Expert Press.

William Paterson University
Marketing: Salesperson Effectiveness

Salespeople are no longer selling just a “product,” instead, they are providing a valuable “solution” to customer problems. Salespeople now act as consultants or experts and provide customized solutions. This role requires salespeople to develop a technological orientation to access, analyze, and communicate information in order to establish a strong relationship with customers. Don’t let your sales staff do their job without this book!

Raj Agnihotri is a member of the faculty at William Paterson University.

Andreopoulos, G., Andreopoulos, G.C., Durzynska, E., & Panayides, A. (2010). Bilateral aid: A true instrument of development? The case of the United States. *Journal of International Management Studies*, 10(4), 106-111.

William Paterson University
International Business: Aid to Developing Countries

This paper deals with the long term pattern of international aid and in particular US bilateral aid. The main question is whether or not US bilateral aid has been a true instrument of developmental and welfare for developing countries. We try to answer this question using the OECD data over the 1960-2008 period.

Giuliana Campanelli Andreopoulos, Eliza Durzynska, and Alexandros Panayides are members of the faculty at William Paterson University.

Andreopoulos, G.C., & Panayides, A. (2010). Does student quality matter in the teaching of economic principles? *American Journal of Business Education*, 3(5), 81-85.

William Paterson University
Pedagogy: Economics

Economics is usually perceived as a difficult subject among undergraduate students and the literature suggests that the student's problems with principles of economics are mainly related to the chalk and talk type of teaching, the simplicity of economic models, limited discussions on current economic issues, and on race, gender, and other types of diversity. In previous investigations we tried to shed some light on this debate by asking directly students for their opinions on the way introductory economics is taught. In this paper we extend our previous studies, by using a larger sample and by distinguishing between the good students and the rest in order to see whether quality considerations play an important role in the results.

Giuliana Campanelli Andreopoulos and Alexander Panayides are members of the faculty at William Paterson University.

Andreopoulos, G.C., & Panayides, A. (2010). Teaching microeconomic principles: Does student quality play a role? *Review of Business Research*, 10(4), 126-131.

William Paterson University
Pedagogy: Economics

In this paper we extend our previous investigations on teaching principles of economics to microeconomics students, by using a larger sample and distinguishing between the good students and the rest. The main purpose is to see whether quality considerations play a role on the student's perception of the chalk and talk type of teaching, the simplicity of economic models, limited discussions on current economic issues, and on race, gender, and other types of diversity.

Giuliana Campanelli Andreopoulos and Alexander Panayides are members of the faculty at William Paterson University.

Aronson, Z.H., Shenhar, A.J., & Reilly, R.R. (2010). Project spirit: Placing partakers' emotions, attitudes and norms in the context of project vision, artifacts, leader values, contextual performance and success. *Journal of High Technology Management Research*, 21(1), 2-13.

***Stevens Institute of Technology and
Rutgers University - Newark and New Brunswick
Management: Project Management***

Our model posits that leader building activities which support instilling a project vision, artifacts and are guided by this individual's values, affect partakers' emotions, attitudes and behavioral norms that are focused on expected project outcomes, termed project spirit. By partakers, we refer to project participants. Furthermore, spirit is proposed to affect partakers' contextual performance and, through contextual performance, to affect project success. The proposed mediational model is supported with empirical results from 200 partakers in 63 projects sampled across a variety of organizations. Results suggest that project leader building activities affected partakers' spirit, and contextual performance mediated this relationship with project success. Our empirical findings suggest that leaders can be trained to execute behaviors that generate a project's spirit, which in turn boosts contextual performance and enhances project outcomes.

Zvi Aronson and Richard Reilly are members of the faculty at Stevens Institute of Technology. Aaron Shenhar is a member of the faculty at Rutgers University - Newark and New Brunswick.

Arya, A., & Reinstein, A. (2010). Recent developments in fair value accounting. *The CPA Journal*, 80(8), 20-29.

William Paterson University
Accounting: Fair Value

Recent turmoil in financial markets has raised some major issues related to implementing SFAS 157. In response, the FASB took a series of short-term standard-setting actions to improve the application guidance related to fair-value measurements. In this article, we analyze three FASB Staff Positions (FSP) that provide additional application guidance and enhance disclosures regarding fair value measurement of assets and liabilities and impairments of debt securities. FSP FAS 157-4, "Determining Fair Value When the Volume and Level of Activity for the Asset or Liability Have Significantly Decreased and Identifying Transactions That Are Not Orderly," provides guidelines for making fair value measurements more consistent with the principles found in FASB Statement No. 157, Fair Value Measurements. FSP FAS 107-1 and APB 28-1, "Interim Disclosures about Fair Value of Financial Instruments," enhances consistency in financial reporting by increasing the frequency of fair value disclosures.

Avinash Arya is a member of the faculty at William Paterson University.

Ben-Zvi, T. (2010). The efficacy of business simulation games in creating Decision Support Systems: An experimental investigation. *Decision Support Systems*, 49(1), 61-69.

Stevens Institute of Technology
Decision Sciences: Business Simulation Games

In the past few years there have been growing concerns over a perception that business schools do not adequately prepare students to understand and cope with the ambiguities they will inevitably face in real-world organizations. Therefore, the key objective of this study is to suggest an innovative approach to learning in the business domain. We argue that business simulation games are important motivational and learning tools for learning and implementing effective Management Information Systems (MIS) and Decision Support Systems (DSS). We show that business simulation games present an effective alternative to traditional teaching methods; that they provide a link between abstract concepts and real-world problems; that they offer additional practicality to the learning setting and give students the chance to practice decision-making cases, which represent the temporal and process characteristics of the real-world environment. Beyond the pedagogic advantages, we show how the results could also benefit practitioners and ultimately, yield more successful MIS and DSS systems in the real world.

Tal Ben-Zvi is a member of the faculty at Stevens Institute of Technology.

Bezrukova, K., Spell, C.S., & Perry, J.L. (2010). Violent splits or healthy divides? Coping with injustice through faultlines. *Personnel Psychology*, 63(3), 719-751.

Rutgers University – Camden
Management: Organizational Behavior

In two studies, we investigated how groups with strong divisions may, paradoxically, help members to cope with injustice. We tested our theoretical predictions using a survey methodology and data from 57 (Study 1) and 36 (Study 2) workgroups across different industries. Consistent with our hypotheses, we found that group faultlines weakened the positive relationship between perceived interpersonal injustice and psychological distress. Cooperative behaviors within subgroups mediated the interactive effect of faultlines and injustice with psychological distress.

Chester Spell is a member of the faculty and Jamie Perry is a graduate student at Rutgers University - Camden.

Cai, F., & Wong, H. (2010). The effect of IFRS adoption on global market integration. *The International Business & Economics Research Journal*, 9(10), 25-34.

William Paterson University
International Business: Impact of IFRS Adoption

This paper examines the effect of the adoption of international financial accounting standards (IFRS) on global capital market integration, as measured by a correlation matrix of the stock market index returns. We investigate a sample of countries that have adopted IFRS as their accounting standards for listed companies. Our results are consistent with the suggestion that these markets will have a higher degree of integration among them after their IFRS adoption as compared to the period before the adoption.

Francis Cai and Hannah Wong are members of the faculty at William Paterson University.

Campbell, D.K., & Cook, R.G. (2010). An experiential market research analysis: A partnership between teaching and library faculty. *Journal of Business & Finance Librarianship*, 15(3&4), 171-178.

Rider University

Management: Entrepreneurship Research

The purpose of this article is to describe collaboration between entrepreneurship faculty and business librarians to improve the quality of market research conducted by the students in an Introduction to Entrepreneurship course. This article describes: the course objectives; the stumbling blocks experienced by students, faculty, and librarians; the business/library partnership solution; and the benefits for all stakeholders.

Diane Campbell and Ronald Cook are members of the faculty at Rider University.

Cantwell, J.A., Dunning, J.H., & Lundan, S.M. (2010). An evolutionary approach to understanding international business activity: The co-evolution of MNEs and the institutional environment. *Journal of International Business Studies*, 41(4), 567-586.

***Rutgers University - Newark and New Brunswick
International Business: MNEs***

This paper examines the co-evolution of MNE activities and institutions external and internal to the firm. We develop a theoretical framework for this analysis that draws on the more recent writings of Douglass North on institutions as a response to complex forms of uncertainty associated with the rise in global economic interconnectedness, and of Richard Nelson on the co-evolution of technology and institutions. We link historical changes in the character of MNE activities to changes in the institutional environment, and highlight the scope for firm-level creativity and institutional entrepreneurship that may lead to co-evolution with the environment. We argue that the main drivers for institutional entrepreneurship are now found in the increasing autonomy of MNE subsidiaries. Thus MNE agency derives from more decentralized forms of experimentation in international corporate networks, which competence-creating nodes of new initiatives can co-evolve with local institutions. Unlike most other streams of related literature, our approach connects patterns of institutional change in wider business systems with more micro processes of variety generation and experimentation within and across individual firms. This form of co-evolutionary analysis is increasingly important to understanding the interrelationships between MNE activities and public policy.

John Cantwell is a member of the faculty at Rutgers University - Newark and New Brunswick.

Chan, K.C., Wong, H., & Wong, A. (2010). Performance of foreign firms after their US listing upgrades. *The Business Review*, 15(1), 46-51.

William Paterson University
Finance: Performance Impact of Listing Upgrades

This study examines the stock and earnings performance of foreign firms after they have upgraded their American Depository Receipt listing from the US non-exchange markets to major US stock exchanges. Using a sample of American Depository Receipts upgraded to major US stock exchanges in 1994-2002, we find that there is significant negative stock performance based on a four-factor pricing model. We also find poor earnings performance after their exchange upgrades. The poor stock and earnings performance occur mainly in the second year after the listing upgrade.

Hannab Wong is a member of the faculty at William Paterson University.

Chang, C., Ouyang, L., Teng, J., & Cheng, M. (2010). Optimal ordering policies for deteriorating items using a discounted cash-flow analysis when a trade credit is linked to order quantity. *Computers & Industrial Engineering*, 59(4), 770-777.

William Paterson University
Decision Sciences: Optimal Ordering Policies for Deteriorating Items

In today's competitive market, in order to obtain a competitive advantage, the supplier often offers the purchaser a longer permissible delay in payments or a price discount if the order quantity is greater than or equal to a predetermined quantity. As a result, in this paper, we establish an inventory model for the purchaser in which the supplier provides different trade credits. We then solve the inventory problem by using a discounted cash-flow (DCF) approach, characterize the optimal solution, and obtain some theoretical results to find the optimal order quantity and the optimal replenishment time. Finally, we provide several numerical examples to illustrate the results.

Jinn-Tsair Teng is a member of the faculty at William Paterson University.

Chang, C., Teng, J., & Chern, M. (2010). Optimal manufacturer's replenishment policies for deteriorating items in a supply chain with up-stream and down-stream trade credits. *International Journal of Production Economics*, 127(1), 197-202.

William Paterson University

Decision Sciences: Optimal Replenishment Policies for Deteriorating Items

Liao (2008) presented the optimal retailer's replenishment policies in the EPQ model for deteriorating items with two-level trade credit, in which the retailer receives the supplier trade credit M , and provides the customer trade credit N ($N < M$) simultaneously. In this paper, we extend her EPQ model to complement the shortcoming of her model. In addition, we relax the dispensable assumption of $N < M$ and others. We then establish an appropriate EPQ model to the problem. Next, we propose a simple arithmetic-geometric inequality method to find the optimal solution when the deterioration rate is sufficiently small. We also develop the proper theoretical results to obtain the optimal solution when the deterioration rate is not sufficiently small. Finally, numerical examples are presented to illustrate the proposed model and its optimal solution.

Jinn-Tsair Teng is a member of the faculty at William Paterson University.

Chang, C., Teng, J., & Goyal, S.K. (2010). Optimal replenishment policies for non-instantaneous deteriorating items with stock-dependent demand. *International Journal of Production Economics*, 123(1), 62-68.

William Paterson University

Decision Sciences: Optimal Replenishment Policies for Deteriorating Items

Wu et al. [2006. An optimal replenishment policy for non-instantaneous deteriorating items with stock-dependent demand and partial backlogging. *International Journal of Production Economics* 101, 369-384] established an inventory model for non-instantaneous deteriorating items with stock-dependent demand, and obtained the optimal replenishment policy. In this paper, we first amend Wu et al's model by changing the objective to maximizing the total profit. Secondly, we set a maximum inventory level in the model to reflect the fact that most retail outlets have limited shelf space. Thirdly, we relax the restriction of zero ending inventory when shortages are not desirable. We then establish the theoretical results and provide an algorithm to find the optimal solution. Finally, we present some numerical examples to illustrate the results.

Jinn-Tsair Teng is a member of the faculty at William Paterson University.

Chen, H., Hu, M.Y., & Zhang, G.P. (2010). Overcoming liability of foreignness: An analysis of early foreign investment in China. *International Journal of Strategic Decision Sciences*, 1(3), 71-83.

William Paterson University
International Business: Liability of Foreignness

This study examines the liability of foreignness (LOF) faced by multinational enterprises (MNEs), and the effects of strategies employed to overcome the liability. Based on a sample of 3,085 Sino-foreign joint ventures formed in manufacturing sectors in China, the authors find that Hong Kong investors, who are often perceived to have lower LOF than investors from other countries, are more actively engaged in strategies to overcome the LOF. Specifically, Hong Kong investors actively adopt strategies to seek local markets, maintain investment flexibility, utilize their competitive advantages in labor-intensive industries, and leverage cooperative synergism to improve their performance. Investors from other countries adopt market seeking and cooperative synergy approach to improve performance.

Haiyang Chen is a member of the faculty at William Paterson University.

Chen, J., Damanpour, F., & Reilly, R.R. (2010). Understanding antecedents of new product development speed: A meta-analysis. *Journal of Operations Management*, 28(1), 17-33.

***Rutgers University - Newark and New Brunswick and
Stevens Institute of Technology
Management: New Product Development***

New product development (NPD) speed is a key component of time-based strategy, which has become increasingly important for managing innovation in a fast-changing business environment. This meta-analytic review assesses the generalizability of the relationships between NPD speed and 17 of its antecedents to provide a better understanding of the salient and cross-situationally consistent factors that affect NPD speed. We grouped the antecedents into four categories of strategy, project, process, and team, and found that process and team characteristics are more generalizable and cross-situationally consistent determinants of NPD speed than strategy and project characteristics. We also conducted subgroup analyses and found that research method variables, such as level of analysis, source of data, and measurement of speed, moderate the relationships between NPD speed and its antecedents. We apply the study's findings to assess several models of NPD speed, such as the balanced model of product development, the strategic orientation and organizational capability model, the compression vs. the experiential model, the centrifugal and centripetal model, and the product development cycle time model. We also discuss the implications of our findings for research and practice.

*Fariborz Damanpour is a member of the faculty at Rutgers University - Newark and New Brunswick.
Richard R. Reilly is a member of the faculty at Stevens Institute of Technology.*

Cline, M., Guynes, C.S., & Nyaboga, A. (2010). The impact of organizational change on information system security. *Journal of Business and Economics Research*, 8(1), 59-64.

William Paterson University
Management: Information Security

When major change is imposed on organizations, there is often resistance and resentment. Organizational change has been identified as one of the key issues that will present significant challenges to an organization's effective and timely implementation of privacy and security standards. It will be necessary to identify specific implementation requirements that represent the most significant organizational change challenges. Organizations will also have to identify processes and methods to foster acceptance of the change associated with the entire compliance project. This research examines changing information security requirements and the strategies organizations are developing to meet the related challenges.

Andrew Nyaboga is a member of the faculty at William Paterson University.

Coakes, E., Amar, A.D., & Granados, M.L. (2010). Knowledge management, strategy, and technology: A global snapshot. *Journal of Enterprise Information Management*, 23(3), 282-304.

Seton Hall University
Management: Knowledge Management Strategy

Purpose - This paper presents results from a large comprehensive global survey of knowledge management (KM). The question that this paper looks to answer is how a KM strategy can be developed that will enable its successful management in organisations of many sectors and sizes. In light of the observed developments since the previous knowledge management surveys, the purpose of this paper is to redefine the KM function, and how it should be performed.

Design/methodology/approach - The research instrument was a global online hosted survey answered by nearly 700 participants. Hypotheses on the KM management process in contemporary organisations, emphasising the importance of strategy, cover this work. These hypotheses are tested by a set of questions and supported by the survey responses.

Findings - It is demonstrated that in many organisations technology has failed to have much impact on the way knowledge is transferred and shared.

Research limitations/implications - It should be noted that no control was made over the participants to the survey and no stratification of sampling was made. This means that the results are based on breadth as opposed to depth.

Originality/value - Due to the breadth and depth of this survey, the results reported here provide a global snapshot of how knowledge is currently being managed across nations, organisations and various forms of KM function. The findings should be of great use to both practitioners and academics.

Amar Amar is a member of the faculty at Seton Hall University.

Cox, P., & Schneider, M. (2010). Is corporate social performance a criterion in the overseas investment strategy of U.S. pension plans? *Business & Society*, 49(2), 252-289.

***New Jersey Institute of Technology
Management: Corporate Social Performance***

Is corporate social performance an investment criterion for U.S. pension plans in their non-U.S. investments? The authors explore whether U.S. pension plans invest based on corporate social performance (CSP), in addition to corporate financial performance in a core overseas market, the United Kingdom. The social investing of U.S. pension funds is compared to U.K.-domiciled pension plan domestic investments by contrasting their investments in the U.K. Financial Times Stock Exchange (FTSE) All Share 300, which is similar to the U.S. Standard & Poor's 500 Index (S&P 500). We explore CSP in terms of its workplace practices, environmental, and community dimensions, and explore results for several types of pension plans. Our results indicate that U.S. labor union pension plan investment portfolios have a positive relationship with the workplace practices dimension of CSP, and U.S. private plan portfolios with CSP's community dimension. U.S. state and foundation plan portfolios have no relationship with CSP. U.S. pension plans tend to stress corporate financial performance in their U.K. investments, being interested in large companies whose stocks have low trading costs and are undervalued, overlooked, and thus due for upward market reappraisal. In contrast, U.K. union plan portfolios have a positive relationship with workplace practices, and U.K. state, foundation, and private plan portfolios have a positive relationship with CSP's environment dimension.

Marguerite Schneider is a member of the faculty at New Jersey Institute of Technology.

Creamer, G., & Freund, Y. (2010). Automated trading with boosting and expert weighting. *Quantitative Finance*, 10(4), 401-420.

Stevens Institute of Technology
Decision Sciences: Automated Stock Trading

We propose a multi-stock automated trading system that relies on a layered structure consisting of a machine learning algorithm, an online learning utility, and a risk management overlay. Alternating decision tree (ADT), which is implemented with Logitboost, was chosen as the underlying algorithm. One of the strengths of our approach is that the algorithm is able to select the best combination of rules derived from well-known technical analysis indicators and is also able to select the best parameters of the technical indicators. Additionally, the online learning layer combines the output of several ADTs and suggests a short or long position. Finally, the risk management layer can validate the trading signal when it exceeds a specified non-zero threshold and limit the application of our trading strategy when it is not profitable. We test the expert weighting algorithm with data of 100 randomly selected companies of the S&P 500 index during the period 2003-2005. We find that this algorithm generates abnormal returns during the test period. Our experiments show that the boosting approach is able to improve the predictive capacity when indicators are combined and aggregated as a single predictor. Even more, the combination of indicators of different stocks demonstrated to be adequate in order to reduce the use of computational resources, and still maintain an adequate predictive capacity.

Germán Creamer is a member of the faculty at Stevens Institute of Technology.

Creamer, G., & Freund, Y. (2010). Using boosting for financial analysis and performance prediction: Application to S&P 500 companies, Latin American ADRs and banks. *Computational Economics*, 36(2), 133-151.

Stevens Institute of Technology
Decision Sciences: Financial Analysis

This paper demonstrates how the boosting approach can support the financial analysis functions in two ways: (1) As a predictive tool to forecast corporate performance, and rank accounting and corporate variables according to their impact on performance, and (2) As an interpretative tool to generate alternating decision trees that capture the non-linear relationship among accounting and corporate governance variables that determine performance. We compare our results using Adaboost with logistic regression, bagging, and random forests. We conduct 10-fold cross-validation experiments on one sample each of S&P 500 companies, American Depository Receipts (ADRs) of Latin American companies and Latin American banks. Adaboost results indicate that large companies perform better than small companies, especially when these companies have a limited long-term assets to sales ratio. Performance improves for large LAADR companies when the country of residence is characterized by a weak rule of law. In the case of S&P 500 companies, performance increases when the compensation for top officers is mostly variable.

Germán Creamer is a member of the faculty at Stevens Institute of Technology.

Creamer, G., & Freund, Y. (2010). Learning a board balanced scorecard to improve corporate performance. *Decision Support Systems*, 49(4), 365-385.

Stevens Institute of Technology
Decision Sciences: Strategic Planning

The objective of this paper is to demonstrate how the boosting approach can be used to define a data-driven board Balanced Scorecard (BSC) with applications to S&P 500 companies. Using Adaboost, we can generate alternating decision trees (ADTs) that explain the relationship between corporate governance variables, and firm performance. We also propose an algorithm to build a representative ADT based on cross-validation experiments. The representative ADT selects the most important indicators for the board BSC. As a final result, we propose a partially automated strategic planning system combining Adaboost with the board BSC for board-level or investment decisions.

German Creamer is a member of the faculty at Stevens Institute of Technology.

Danila, N., Jeffers, A.E., & Djalalluddin, A. (2010). Risk management strategies in the Islamic environment. *Journal of International Business and Economics*, 10(2), 131-138.

Montclair State University
International Business: Risk Management

Culture and religion can significantly impact the way that business is conducted in multinational enterprises. In the conduct of business, companies generally employ various strategies to minimize and flatten their business and financial risk. However, many of these traditional risk management strategies are believed to be in violation of various religious principles and are therefore not acceptable in certain societies. In this study, we identify and discuss traditional risk management strategies and their applicability in an Islamic business environment. To address this matter, we identify and discuss alternative risk management strategies that can be utilized by businesses in place of traditional derivatives and interest. These solutions may be effectively employed to minimize or flatten a company's business and financial risk while at the same time still remaining true to the Islamic rules and customs. It is imperative that companies adhere to these alternatives in order to ensure the survival and success of their company particularly in environments where religious values are so intertwined with business practices.

Agatha Jeffers is a member of the faculty at Montclair State University.

DiGabriele, J.A. (2010). Applying forensic skepticism to lost profits valuations. *Journal of Accountancy*, April, 32-38.

Montclair State University
Accounting: Lost Profits

Forensic accountants are frequently engaged to review insurance claims for business interruption or lost profits. Owners of privately held companies may inflate loss claims since they have control over the books and records. Business interruption (lost profits) insurance is intended to restore the claimants, not reward them with excess reimbursement. Generally, insurance policies consider the following methodology to quantify a loss: an insured is entitled to net income (loss) plus continuing expenses for the loss period. The objective of the forensic accountant is to prepare the calculation while concurrently searching for potential fraud. This article uses a hypothetical case study to highlight areas that require further examination in determining lost profits.

James A. DiGabriele is a member of the faculty at Montclair State University.

DiGabriele, J.A. (2010). Breaking up marital assets: “A balance sheet act.” *American Journal of Family Law*, 24(1), 26-31.

Montclair State University
Accounting: Marital Assets

A compilation of the assets for a marital estate can provide an essential mechanism to identify marital property vs. separate property. This type of balance sheet is prepared using similar methodology as a balance sheet prepared in a financial statement for an operating business. The similarities lie in the use of analogous categories including assets, liabilities, and equity (net worth). However, a marital balance sheet is assembled using current market value as opposed to historical cost. The asset components generally include all bank accounts—checking and savings—brokerage statements, real estate, including the fair market value of the marital residence and commercial real estate acquired during the marriage, retirement accounts, automobiles, furniture, and jewelry. The liabilities usually include the mortgage on the marital residence, credit cards, and loans. In the end, the fair market value of the marital assets less the fair market value of the debts yields the value of the marital estate. There are many questions to consider when preparing a marital balance sheet. For example, when was the property acquired, before or during the marriage? If the property was acquired before the marriage, was it commingled during the marriage? What is the appreciation of the pre-marital property during the marriage? These questions outline the concerns when compiling a marital balance sheet that may be ultimately used for settlement purposes.

James A. DiGabriele is a member of the faculty at Montclair State University.

DiGabriele, J.A. (2010). The application of a predictive S Corporation premium model and the behavioral considerations in acquisitions of private corporations. *Business Journal for Entrepreneurs, Issue 1*, 1-15.

Montclair State University
Accounting: S Corporation Valuation

The valuation of S Corporations has been a source of great controversy since the beginning of the recent decade when the US Tax Court ruled in *Gross v. Commissioner* that the net income of S Corporations should not be tax-affected in the valuation process. The benefit of removing a level of taxation has been translated by the Tax Court as an inherent increase in value for S Corporations regardless of transaction specific conditions that may or may not warrant a valuation premium. This paper addresses the issue of when an S Corporation premium exists through the application of a moderated multiple regression model developed by this author in prior research using actual transaction data. The objective of this paper is to introduce the application of the model in various transaction specific conditions when valuing S Corporations.

James A. DiGabriele is a member of the faculty at Montclair State University.

DiGabriele, J.A. (2010). A teaching case on financial mediation for the forensic accountant. *Journal of Forensic Studies in Accounting and Business, Summer*, 49-56. (Note: Teaching notes for this case appear on pp. 57-60.)

Montclair State University
Pedagogy: Accounting

This paper presents an applied teaching case intended for use in a graduate forensic accounting course. In this case, readers obtain a qualitative fact pattern from two different perspectives regarding case specific perspectives. Readers also receive quantitative information that will require students to use professional judgment in the preparation of marital lifestyle analysis.

James A. DiGabriele is a member of the faculty at Montclair State University.

DiTomaso, N. (2010). A sociocultural framework on diversity requires structure as well as culture and social psychology. *Psychological Inquiry*, 21(2), 100-107.

***Rutgers University - Newark and New Brunswick
Management: Diversity***

The article presents the author's views on the sociocultural framework of diversity. The author says that structure as well as culture and social psychology is needed for the sociocultural framework of diversity. The author discusses a sociocultural explanation for diversity and inequality. The author believes that sociocultural models of diversity are very helpful in building the sociocultural framework of diversity.

Nancy DiTomaso is a member of the faculty at Rutgers University - Newark and New Brunswick.

Easton, R.W. (2010). Court applies Section 2036 favorably to family partnership. *Practical Tax Strategies*, 84(3), 153-161.

***Seton Hall University
Taxation: Family Partnership***

Under Section 2036, an individual's gross estate includes property he or she transferred during his or her life if the decedent retained for life the possession or enjoyment of the property, or the right to the income from the property. This requirement is met if there is an implied agreement among the parties to the transaction at the time of transfer that the transferor may retain the possession or enjoyment of, or the right to the income from, the transferred property. However, no inclusion is required if the transfer was a bona fide sale for adequate and full consideration in money or money's worth. Two questions have arisen regarding the exception for a bona fide sale for adequate consideration: 1. Where a transferee partnership holds only marketable assets and does not operate an active legitimate business, can there under any factual circumstances ever be a transfer for consideration within the meaning of Section 2036(a)? 2. What amounts to operating an active trade or business? Both questions were addressed in a recent Tax Court decision, Estate of Black, which is appealable to the Third Circuit.

Reed Easton is a member of the faculty at Seton Hall University.

Easton, R.W. (2010). Transfer residential real estate free of gift or estate tax. *Practical Tax Strategies*, 84(1), 4-11.

Seton Hall University
Taxation: Residential Real Estate

When the assets of a married couple exceed twice the estate tax unified credit amount, tax consultants are commonly faced with an estate planning situation that calls for strategies beyond the creation of a credit shelter trust, the creation of a life insurance trust, or the recommendation of annual exclusion gifts. If such clients are unwilling to transfer or lose control of liquid assets but own a residence, a QPRT under Section 2702 can be an important estate planning tool. When the QPRT exception to Section 2702 is coupled with the sale of the remainder interest, the technique becomes the ultimate estate planning tool.

Reed Easton is a member of the faculty at Seton Hall University.

Florenthal, B., & Shoham, A. (2010). Four-mode channel interactivity concept and channel preferences. *Journal of Services Marketing*, 24(1), 29-41.

William Paterson University
Marketing: Channel Interactivity

Purpose - This paper has two purposes. First, it aims to propose an alternative conceptualization for interactivity that distinguishes between four interactivity modes: human, medium, message, and product. Second, it seeks to develop a framework of channel preferences that integrates the four-mode concept of channel interactivity.

Design/methodology/approach - A synthesis of interactivity literature streaming from several disciplines (social psychology, computer science, communication, object interaction, and marketing) was used to develop the four-mode concept. A framework is proposed to illustrate how consumers' perceptions of, and preferences for, the four interactivity modes impact channel preferences.

Findings - The propositions developed suggest: channels are perceived as offering different modes of interactivity; preferences for interactivity modes are shaped by personal and situational characteristics; and a match/mismatch between consumers' perceptions of and preferences for the interactivity modes determine channel preferences.

Research limitations/implications - The approach allows an evaluation of particular interactive technologies, an assessment of multi-channel strategies, and an examination of consumers' satisfaction with their shopping experiences.

Originality/value - The authors propose a broader approach than existing ones. It is not restricted to an online channel; it integrates consumers' interaction with products; and it enables a comparison of online and offline channels. In addition, most research has focused on perceptions of interactivity whereas the framework presented in the paper addresses perceptions of, and preferences for, interactivity modes that impact channel choices.

Bela Florenthal is a member of the faculty at William Paterson University.

Fosberg, R.H. (2010). A test of the M&M capital structure theories. *Journal of Business & Economics Research*, 8(4), 23-28.

William Paterson University
Finance: Testing M&M Capital Structure Theories

Modigliani and Miller (1958, 1963) (MM) predict two very specific relationships between firm value and the amount of debt in the firm's capital structure, depending on whether or not the firm pays corporate income taxes. Although there has been some testing of the implications of these equations, I have been unable to find anyone who has tested them in the exact forms specified by MM. In this paper, the MM equations are tested exactly as specified. The results of these tests indicate that neither the MM tax nor the no-tax valuation equations are accurate predictors of firm value. Specifically, the value of the unlevered firm accounts for much less of firm value than predicted and the sign of the coefficient of the interest tax shield variable is negative, instead of positive as MM predict. These results are robust to the inclusion of control variables for firm growth, earnings variability, and the existence of other tax shields.

Richard Fosberg is a member of the faculty at William Paterson University.

Gaughan, P.A. (2010). *Mergers, acquisitions, and corporate restructurings: 5th Edition*. Wiley: Hoboken, NJ.

Fairleigh Dickinson University
Management: Corporate Restructuring

This volume carefully analyzes the strategies and motives that inspire mergers and acquisitions, the laws and rules that govern the field, as well as the offensive and defensive techniques of hostile acquisitions. It incorporates updated research, graphs, and case studies on the private equity market, ethics, legal frameworks, and corporate governance, and contains expanded and updated chapters on corporate governance, joint ventures and strategic alliances and valuation. The book is intended to show business managers and financial executives how corporate restructuring can be used successfully in any company.

Patrick A. Gaughan is a member of the faculty at Fairleigh Dickinson University.

Gibson, A. (2010). Measuring business student satisfaction: A review and summary of the major predictors. *Journal of Higher Education Policy and Management*, 32(3), 251-259.

Seton Hall University
Pedagogy: Student Satisfaction

Many studies have examined the reasons for students' satisfaction or dissatisfaction with their higher educational experience. However, no single paper reviews the major attributes of an educational program that are most commonly found to be significant predictors of student satisfaction. This paper reviews the major attributes that most influence students' perceptions of overall satisfaction with particular emphasis on business students' satisfaction. Not surprisingly, academic factors such as the quality of teaching, skills and knowledge acquired and the curriculum itself are the most significant determinants of overall satisfaction. A number of other non-academic factors, however, such as the student's feeling of 'belonging' and perceptions of the institution's responsiveness and concern, also contribute significantly to overall satisfaction. This paper is intended as a starting point for those who may be designing a student satisfaction survey or those who simply wish to learn about the attributes of an academic program most likely to influence student opinion of the program.

Allen Gibson is a member of the faculty at Seton Hall University.

Gomez, E.A., Wu, D., Passerini, K. (2010). Computer-supported team-based learning: The impact of motivation, enjoyment and team contributions on learning outcomes. *Computers & Education*, 55(1), 378-390.

New Jersey Institute of Technology
Pedagogy: Computer-supported Team Learning

The benefits of teamwork and collaboration have long been advocated by many educational theories, such as constructivist and social learning models. Among the various applications of collaborative learning, the iterative team-based learning (TBL) process proposed by Michaelsen, Fink, and Knight (2002) has been successfully used in the classroom without computer support. This paper describes the implementation and evaluation results of a classroom application of the TBL process, which was modified to include computer mediation. We call this process computer-supported team-based learning (CS-TBL). This work extends learning in small teams from the traditional classroom to the hybrid classroom where students meet both face-to-face and online by emphasizing the importance of online team interactions. The outcomes are assessed through an evaluation model that considers the impact of motivation, enjoyment and team contributions on learning outcomes. The study results indicate that motivation influences the relationship between team interactions and perceived learning. Enjoyment is affected by motivation and perceptions of team members' contributions, with the implication that students who perceive that the team interactions are adding value to their education will better enjoy learning and will experience higher level learning outcomes.

Elizabeth Avery Gomez and Katia Passerini are members of the faculty at New Jersey Institute of Technology.

Gordon, A., Lozada, H.R., & Hunter, R.J. Jr. (2010). A managerial guide to avoiding the product liability trap in dealing with the People's Republic of China. *Mustang Journal of Law and Legal Studies*, 1, 28-45.

Seton Hall University
Legal Studies: Product Liability

This article deals with the important issues of product defects and product liability in the Chinese market. The paper takes a close look at the scope of the problem, looks at the systemic causes of product defects within the Chinese market, discusses various attempts to reform the manufacturing and production systems, and provides practical managerial and legal precautions that can be taken in order to avoid some of the more serious pitfalls.

Héctor R. Lozada and Richard J. Hunter Jr. are members of the faculty at Seton Hall University.

Gurnack, A.M., Hunter, R.J. Jr., & Bradley, R. (2010). The battle over the deed to St. Stanislaus Bishop and Martyr Church in New York City: A landmark court case. *Polish American Studies*, LXVII(1), 45-56.

Seton Hall University
Legal Studies: Church Property

For many generations of newly arrived Poles, New York City served as a gateway to the new world in America. Many of them went on to live in other parts of the United States, but tens of thousands of these immigrants settled in lower Manhattan, living adjacent to Ukrainians, Germans, Jews, and other groups. The Poles initially settled in a neighborhood around Stanton and Forsythe Streets, a site embedded in a traditionally Jewish area. Most of these Polish immigrants were poor and were living surrounded by crime and illicit activity. Nevertheless, they were intent on establishing a church where they could worship and be directly involved in its management. This article will recount the struggle to found St. Stanislaus Bishop and Martyr Church with a particular focus on the legal conflict over the deed to its property. The lawsuit which resulted from this struggle became a landmark case which is still referenced to this day. The discussion of the role of trustees continues as a modern issue as lay church members wish to be involved in financial matters of their parishes.

Richard J. Hunter Jr. is a member of the faculty at Seton Hall University.

Hunter, R.J. Jr., & Lozada, H.R. (2010). A primer on issues in international trade. *International Research Journal of Finance and Economics*, 47, 99-110.

Seton Hall University
International Business: Trade Issues

As an important part of an understanding of international trade, some definitions might be in order. The capital account is an account that records transactions involving the purchase or sale of tangible assets. The current account is the account that records transactions involving the import and export of goods and services, income receipts on assets abroad, and income payments on foreign assets inside the country. The merchandise account includes imports and exports of tangible goods. The services account includes exports and imports of services such as tourism, consulting, and banking and financial services. The current account surplus occurs when a country exports more goods and services than it imports. This situation results in what is traditionally termed as a trade surplus. A current account deficit occurs when a country imports more than it exports, traditionally termed a trade deficit. These definitions lay a foundation for some of the core aspects of international trade.

Richard J. Hunter Jr. and Héctor R. Lozada are members of the faculty at Seton Hall University.

Hunter, R.J. Jr. (2010). Katyn: Old issues threaten Polish-Russian economic and political relations. *European Journal of Social Sciences*, 17(2), 288-297.

Seton Hall University
International Business: Polish-Russian Relations

The history of Polish-Russian relations had been shaped by serious problems ranging from a series of wars, occupations, to a recent strategic regional rivalry. Critical to an understanding of these issues relate to Poland's joining NATO in 1999 and its entrance to the European Union in 2004. There is no doubt that Poland occupies a strategically important position in Central and Eastern Europe. Poland stands as one of the major transit countries for Russian natural gas to the EU. Ongoing U.S.-Poland conversations designed to place an important piece of a proposed U.S. missile defense system on Polish soil illustrates the significance of this strategic position. Strains on Polish-Russian bilateral relations are not limited to those surrounding foreign policy and security issues. Most especially within Poland, a strong domestic dimension is based on the clear burdens of a historical legacy which most especially dates and perhaps antedates the period of the Polish partitions, of which Russia was a critical mover. The events of 2010 surrounding the tragedy of Katyn stand as but a part of this historical perspective and has raised the specter of mistrust that has dominated Polish-Russian state relations in such areas as public policy, diplomacy, economics, and international relations.

Richard J. Hunter Jr. is a member of the faculty at Seton Hall University.

Hunter, R.J. Jr., & Lozada, H.R. (2010). A nomination of a Supreme Court justice: The incorporation doctrine revisited. *Oklahoma City University Law Review*, 35(2), 365-385.

Seton Hall University
Legal Studies: Incorporation Doctrine

By the incorporation doctrine, the United States Supreme Court has held that most, but not all, guarantees of the federal Bill of Rights limit state and local governments as well as the federal government through the Due Process Clause of the Fourteenth Amendment. States have been required to respect freedom of speech, press, and religion, and most of the other guarantees.

Richard J. Hunter Jr. and Héctor R. Lozada are members of the faculty at Seton Hall University.

Hunter, R.J. Jr., Shannon, J.H., Amoroso, H.J., & O'Sullivan-Gavin, S. (2010). *The Legal Environment of Business: A Managerial and Regulatory Perspective (Third Edition in Series)*. New York: Cengage Publishing.

***Seton Hall University and Rider University
Pedagogy: Legal Studies***

This text draws upon previous titles in order to provide the basic tools that managers will need to identify, think about, and then solve problems that will confront them in the business environment in which legal and regulatory issues dominate. We have geared the text to a straightforward reading and analysis of critical legal principles and concepts. The cases contained in this volume-many, the traditional and original common law cases-have been carefully selected and edited to reflect their importance in the development of the law as it relates to the managerial function.

Richard J. Hunter Jr., John H. Shannon and Henry J. Amoroso are members of the faculty at Seton Hall University. Susan O'Sullivan-Gavin is a member of the faculty at Rider University.

Jacoby, G., & Zheng, S.X. (2010). Ownership dispersion and market liquidity. *International Review of Financial Analysis*, 19(2), 81-88.

***Seton Hall University
Finance: Ownership Dispersion Impact on Liquidity***

We revisit the relationship between ownership dispersion and market liquidity. For ownership dispersion, we consider two dimensions: number of shareholders and blockholder ownership. For market liquidity, we consider four categories of liquidity measures: spreads, probability of informed trading (PIN), depth, and volume. Our sample includes NASDAQ firms in addition to NYSE and AMEX firms. We find several relations that are not documented in the extant Finance literature. Overall, our test results are consistent with the idea that higher ownership dispersion improves market liquidity.

Gady Jacoby is a member of the faculty at Seton Hall University.

Jeffers, A.E., & Askew, S. (2010). Analyzing financial statements under IFRS - opportunities & challenges. *Journal of Leadership, Accountability and Ethics*, 8(1), 45-56.

Montclair State University
Accounting: IFRS - Opportunities & Challenges

The FASB and the IASB have been working fervently to obtain a single set of high quality global financial reporting standards. Undoubtedly, the transition to a single set of international financial reporting standards will be of benefit to the global capital markets. It will increase comparability of financial statements and provide a consistent reporting model for multinational companies. Operating in a single accounting environment will decrease the overall cost of capital and generate cost efficiencies for accountants, financial statement preparers and auditors. Despite the many benefits for many companies, the transition to IFRS will result in many challenges. In this paper, we identify and examine some of the challenges emanating from convergence to the mandatory switch from the LIFO inventory valuation method to the FIFO method. Further, we examine the impact of convergence on the analysis of financial statements, highlight challenges that will arise and make suggestions for users and preparers to understand and work with one set of global standards. We utilize numerous examples for illustrative purposes. Our findings suggest that the switch will negatively impact the real net income of U.S. companies. It will also impact many aspects of the income statement such as cost of goods sold, gross margin, and income tax expense. Further, it will impact the balance sheet in the areas of inventory, deferred tax liability and total assets. It will negatively impact the statement of cash flows in actual cash provided from operating activities. These changes will undoubtedly distort the results of financial ratios and may create confusion in the conclusions reached by financial analysts and other users of financial statements. These could lead to faulty decision making by decision makers.

Agatha Jeffers is a member of the faculty at Montclair State University.

Jeffers, A.E., & Mogielnicki, M.S. (2010). The line between illegality & unethical behavior in the Goldman Sachs subprime mortgage securities case. *International Journal of Business Research*, 10(4), 159-170.

Montclair State University

Legal Studies: Subprime Mortgage Securities

The charges filed by the SEC against Goldman Sachs allege illegal activity and fraud in the sale of toxic subprime mortgage securities. However, Goldman states that they were simply following normal business practices and did nothing wrong. This has raised the question of the adequacy of the investment banking practices and whether it is a question of fraudulent activity or unethical behavior. The case has also raised the question of the legal and ethical duties of fiduciaries to their clients. It also indicates that the doctrines of fairness and conflict of interest may apply to all aspects of business. Selling short while at the same time facilitating long transactions as a part of packaging the same deal looks and sounds like self-dealing, conflict of interest and serious breaches of ethical conduct. In the interest of fairness, transparency is needed in financial transactions, especially with investments that are not tried and true. Investors have a right to know what they are buying in the broader sense. In this paper, we undertake an examination of the difference between illegal activity and unethical behavior in Goldman's mortgage securitization process. Furthermore, an examination of the general business notion of equity and fairness is undertaken. We also examine the role of managers with respect to required material disclosures and clients' reliance on management's assertions. Furthermore, the article discusses the implications of the Goldman outcome for other institutions. Finally, we make suggestions for future considerations that can possibly be utilized to protect investors. Even though Goldman believed that they simply were following normal business practices, our findings suggest that Goldman acted unethically by violating their own Code of Conduct and Business Principles. They also violated the Integrity and Credibility standards of the IMAs Code of Conduct in its actions with the Mortgage Backed Securities. We also find that Goldman engaged in conflict of interest activities and failed to adequately protect their clients. *(continued on the next page)*

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The settlement by Goldman will have sweeping ramifications for future cases of this nature. Goldman's unprecedented admission that its failure to fully disclose was a "mistake" supports the theory of liability for material non-disclosure in similar securities fraud matters. The settlement strongly supports the Government's position in its ongoing investigation of other institutions that employ such deals. In addition to paying a stiff fine, this lawsuit has compelled Goldman to take a long look at its trading practices, to reform its compromised processes, and to take responsibility for fundamentally unfair and unethical practices. Clearly, the settlement terms demonstrate that the line between illegality and unethical behavior in this instance is not bright.

Agatha Jeffers and Marion Mogielnicki are members of the faculty at Montclair State University.

Kudyba, S. (2010). *Healthcare informatics: Improving efficiency and productivity*. London: Taylor & Francis.

***New Jersey Institute of Technology
Information Technology: Healthcare***

This book examines the complexities involved in managing resources in our healthcare system and explains how management theory and informatics applications can increase efficiencies in various functional areas of healthcare services. Delving into data and project management and advanced analytics, this book details and provides supporting evidence for the strategic concepts that are critical to achieving successful healthcare information technology (HIT), information management, and electronic health record (EHR) applications. This includes the vital importance of involving nursing staff in rollouts, engaging physicians early in any process, and developing a more receptive organizational culture to digital information and systems adoption.

Stephan Kudyba is a member of the faculty at New Jersey Institute of Technology.

Kudyba, S., & Gregorio, T. (2010). Identifying factors that impact patient length of stay metrics for healthcare providers with advanced analytics. *Health Informatics Journal*, 16(4), 235-245.

***New Jersey Institute of Technology
Information Technology: Healthcare***

Managing patients' length of stay is a critical task for healthcare organizations. In order to better manage the processes impacting this performance metric, providers can leverage data resources describing the network of activities that impact a patient's stay with analytic methods. Interdependencies between departmental activities exist within the patient treatment process, where inefficiency in one element of the patient care network of activities can adversely affect process outcomes. This work utilizes the method of neural networks to analyze data describing inpatient cases that incorporate radiology process variables to determine their effect on patient length of stay excesses for a major NJ based healthcare provider. The results indicate that inefficiencies at the radiology level can adversely extend a patient's length of stay beyond initial estimations. Proactive analysis of networks of activities in the patient treatment process can enhance organizational efficiencies of healthcare providers by enabling decision makers to better optimize resource allocations to increase throughput of activities.

Stephan Kudyba is a member of the faculty at New Jersey Institute of Technology. Thomas Gregorio is affiliated with Newark Beth Israel Medical Center.

Kumar, A., & Shim, S. J. (2010). Centralization of intensive care units: Process reengineering in a hospital. *International Journal of Engineering Business Management*, 2(1), 35-40.

Seton Hall University
Information Technology: Healthcare

Centralization of intensive care units (ICUs) is a concept that has been around for several decades and the OECD countries have led the way in adopting this in their operations. Singapore Hospital was built in 1981, before the concept of centralization of ICUs took off. The hospital's ICUs were never centralized and were spread out across eight different blocks with the specialization they were associated with. Coupled with the acquisitions of the new concept of centralization and its benefits, the hospital recognizes the importance of having a centralized ICU to better handle major disasters. Using simulation models, this paper attempts to study the feasibility of centralization of ICUs in Singapore Hospital, subject to space constraints. The results will prove helpful to those who consider reengineering the intensive care process in hospitals.

Sung Shim is a member of the faculty at Seton Hall University.

Latourette, A.W. (2010). Plagiarism: Legal and ethical implications for the university. *Journal of College and University Law*, 37(1), 1-91.

***The Richard Stockton College of New Jersey
Legal Studies: Plagiarism***

Plagiarism, the “scourge” of academia, has garnered increasing attention due to the purported evidence of mounting student purloining of others’ words and ideas prompted by the advent of the Internet, and due to the notoriety attending several infamous cases of plagiarism on the part of students, faculty, and public figures. Regarded as the academic death knell, plagiarism is frequently perceived by those in the public arena and the academy, as consistent with criminality and copyright infringement, and these erroneous perceptions have heightened the resistance to, and condemnation of, this ethical wrongdoing. Public colleges and universities must afford students charged with plagiarism Fourteenth Amendment due process consistent with *Dixon v. Alabama State Board of Education* and its progeny; private institutions of higher education are compelled, by virtue of their contractual relationship with students, to provide such students good faith and fair dealing. Yet within these broad constraints, it is evident that significant disparities exist regarding the definition of plagiarism employed, particularly as to whether authorial intent must be considered, and regarding the range and consistency, or lack thereof, of sanctions to be applied. Recommendations are proffered concerning the establishment of college and university plagiarism policies that both afford a calibrated and equitable approach to plagiarism and uphold the tenets of academic integrity. Ethical misconduct, including plagiarism, is a topic which has recently assumed greater significance in schools of business. The emphasis accorded issues of ethical import has been heightened by the financial crisis and its accompanying lower public regard of business executives. The study of ethics is increasingly infused into the business curriculum and a variety of ethics oaths have been adopted by more than two hundred fifty schools of business in order to promote ethically appropriate behavior. Business schools, like their counterparts in the institutions of higher education, evince concern with both defining unethical behavior and instituting formalized procedures to address academic misconduct. This article is relevant to business schools desirous of establishing consistent policies regarding plagiarism and academic misconduct that both uphold principles of academic integrity, and equitably and fairly impose sanctions for such misconduct.

Audrey Wolfson Latourette is a member of the faculty at The Richard Stockton College of New Jersey.

Lee, Z., Deng, S., Lin, B., & Yang, J.G.S. (2010). Decision model and analysis for investment interest expense deduction and allocation. *European Journal of Operational Research*, 200(1), 268-280.

Montclair State University
Decision Sciences: Taxation

This research approaches the optimal tax strategy for investors using quantitative methods. The proposed model aims to analyze the intricate and interdependent relationship between different types of income and investment interest expense deduction, so the concept can be further implemented using the computer method to effectively and efficiently find the optimal solution for taxpayers. The analysis can be applied to taxpayers having various income structures and using different tax schedules (e.g. the tax tables for singles and married couples). Under the new rule of JGTRRA, we also address how and what kind of taxpayers can benefit most from it. For example, for those having low ordinary income and high dividends, it is more likely for them to decrease the dividend tax rate from 15% to 5% through the maneuver of investment interest expense deduction and carryover. Since the model is deterministic, the parameters for the future need to be re-estimated each year, especially in a fast-changing environment. Moreover, the length of the investment window can be re-defined. The DP procedure will provide the best decision for the current year based on the estimates above. Thus, changes over time can be considered on a rolling basis. However, the uncertainty associated with the estimates is certainly an important factor that should be taken into account when decision-making involves consideration of the future. We leave this topic for the future research and suggest that the stochastic DP technique would be a useful instrument with which to explore this issue.

Beixin Lin and James G.S. Yang are members of the faculty at Montclair State University.

Levin, D.Z., Kurtzberg, T.R., Phillips, K.W., & Lount, R.B., Jr. (2010). The role of affect in knowledge transfer. *Group Dynamics: Theory, Research, and Practice*, 14(2), 123-142.

***Rutgers University - Newark and New Brunswick
Management: Knowledge Transfer***

In two experimental studies of two-party information sharing, we demonstrate that a person's affective state plays a role in the knowledge-transfer process. Study 1 (involving 108 MBA students) found that affective state has a larger impact on those in need of knowledge ("receivers") than on those in possession of knowledge ("senders"), with elated/happy receivers more likely than angry/frustrated receivers to absorb and act on new information. Study 2 (involving 180 undergraduates) replicated this finding and also demonstrated that having receivers and senders in the same high-arousal affective state as each other (affective congruence) enhances knowledge transfer, regardless of whether the affective state is positive (elated/happy) or negative (angry/frustrated). These findings help fill an important gap in the literature regarding the influence of affect on knowledge transfer in groups.

Daniel Levin and Terri Kurtzberg are members of the faculty at Rutgers University - Newark and New Brunswick.

Llano, J.A. (2010). *Determinants of academic entrepreneurship behavior: A multilevel model*. Doctoral dissertation, Stevens Institute of Technology.

***Stevens Institute of Technology
Management: Academic Entrepreneurship Behavior***

It is well established that universities encourage the acquisition and dissemination of new knowledge among university community members and beyond. However, what is less well understood is how universities encourage entrepreneurial (opportunity discovery, evaluation, and exploiting) behavior. This research investigated a multilevel model of the determinants of academic entrepreneurship. The primary research question of interest was, “What are the key determinants of how the university environment influences the discovery, evaluation, and exploitation of opportunities for converting knowledge into products, processes and services by university faculty members?” During the first phase of this research a case study was conducted at a university implementing an administrative innovation for promoting academic entrepreneurship behavior. The findings from this case study combined with the extant research on entrepreneurship, theories of behavioral intention, and innovation implementation influenced the development of a multilevel model to understand individual, departmental, and university level determinants of entrepreneurial behavior within the university setting. Cross sectional survey research was conducted in the second phase. The model was tested using 2,649 engineering faculty survey respondents across 103 U.S. universities. The research results found university faculty members’ intentions to engage in academic entrepreneurship are influenced directly by their perceptions of how desirable and feasible it is to conduct academic entrepreneurship behavior, and indirectly by the university climate for entrepreneurship and the perceived fit between the academic department’s values and entrepreneurship behavior (behavior-values fit). Increases in faculty members’ intentions to engage in entrepreneurial behavior were associated with increases in several behavioral outcomes including the frequency of invention disclosures, execution of technology licenses-options, and new venture startups.

Joseph A. Llano is currently a senior project manager at EMC Technology Solutions, Berkeley Heights, NJ.

Marantz, Z., Orenstein, P., & Goodman, D. (2010). A power control based admission algorithm for maximizing throughput in a CDMA network. *Wireless Personal Communications*, <http://dx.doi.org/10.1007/s11277-010-9934-6>.

Seton Hall University

Information Technology: Wireless Communications

In this paper we examine the aggregate throughput of the uplink of a circuit switched CDMA data transmission system using a combination of theoretical and simulation techniques. The theoretical analysis determines the transmitter power levels and the number of active terminals that jointly maximize the throughput via standard optimization methods. We find that the terminal with the lowest path gain should transmit at maximum power and that all other terminals should aim for a common received power level that is higher than the received power from the terminal with lowest path gain. In addition we show that the system should admit the number of terminals that results in a target signal-to-interference-plus-noise ratio that depends on the processing gain and the noise power. A numerical example suggests that power control designed to achieve equal received power for all terminals results in aggregate throughput nearly as high as that obtained with optimum power control. This finding greatly simplifies the engineering problem from a network manager's viewpoint.

Penina Orenstein is a member of the faculty at Seton Hall University.

McCrea, E.A. (2010). Integrating service-learning into an introduction to entrepreneurship course. *Journal of Management Education*, 34(1), 39-61.

Seton Hall University
Pedagogy: Integrating Service-Learning and Entrepreneurship

Despite fairly widespread recognition that entrepreneurship occurs in both profit and nonprofit enterprises, a review of experiential learning techniques in entrepreneurship education does not explicitly mention service-learning (Solomon, Duffy & Tarbishy, 2002). This may be due to a perceived lack of relevance of the pedagogy to entrepreneurship; the belief that inexperienced students are not interested in or capable of the work; and/or faculty concern about the approach's time-consuming nature. Yet service-learning can be a powerful pedagogy for teaching the skills and body of knowledge pertaining to entrepreneurship. This article chronicles my experience integrating service-learning into an introductory undergraduate entrepreneurship course as a model for others to adapt to their own preferences and teaching context. It includes my rationale for using service-learning, course chronology, an abridged syllabus, sample student reflection assignments, project grading rubric, and other course materials. Client and student feedback, as well as my personal reflections are also provided.

Elizabeth McCrea is a member of the faculty at Seton Hall University.

McGee, R.W., & Yoon, Y. (2010). Antidumping laws should be consigned to the history books. In R. J. Hunter, Jr. (Ed.), *A Reader in Issues in International Trade* (pp. 49-61). Northhampton, MA: Tiger Press.

Seton Hall University
International Business: Antidumping

Antidumping laws have existed in some form since the early twentieth century. Ostensibly aimed at protecting domestic producers from unfair trade practices, they have frequently been used as weapons of protectionism even when dumping has not occurred. When this happens, some special interest group gains at the expense of the general public. Studies have found that antidumping laws result in a negative-sum game, since the losses exceed the gains, an outcome that violates utilitarian ethical principles. Antidumping laws also violate property and contract rights, since they prevent consenting adults from trading the property they have for the property they want. This paper begins with a review of the theory and practice of antidumping laws, then proceeds to apply ethical principles to determine whether individuals who launch antidumping investigations are acting ethically and concludes that President Barack Obama “needs to be bold on trade” by starting out with correcting the popular view that “dumping” is bad and those who dump should be penalized. Frederic Bastiat pointed out the fallacy of this view in 1845, yet the view is not only still with many American politicians but widely believed to be true among U.S. domestic manufacturers. President Obama should proclaim the following: In a free enterprise economic system, domestic producers have no inherent claim on the funds of consumers. The only ethical way of obtaining consumer funds is through voluntary trade. Using the force of government to obtain the funds (by prohibiting foreign suppliers from competing) puts domestic producers in the role of the aggressor, and in fact makes consumers the real victims. That is exactly what happens when a domestic producer appeals to the government to request an anti-dumping investigation against some foreign producer that is merely taking away business. Therefore, all anti-dumping laws and policies should be abrogated to promote freer trade.

Yeomin Yoon is a member of the faculty at Seton Hall University.

Meric, I., Dunne, K., Li, S.F., & Meric, G. (2010). Variety enterprises corporation: Capital budgeting decision. *Review of Business & Finance Case Studies*, 1(1), 15-26.

***Rider University and Rowan University
Pedagogy: Finance***

The capital budgeting decision is one of the most important decisions in business firms. In this case study, Variety Enterprises Corporation (VEC) evaluates the feasibility of a special manufacturing system to produce a new product. To determine if the project is profitable, VEC must first determine its weighted average cost of capital to finance the project. The simple payback period, discounted payback period, net present value (NPV), internal rate of return (IRR), and modified internal rate of return (MIRR) techniques are used to study the profitability of the product. MIRR is a relatively new capital budgeting technique, which assumes that the reinvestment rate of the projects's intermediary cash flows is the firm's cost of capital. The stand-alone risk of the project is evaluated with the sensitivity analysis and scenario analysis techniques assuming that manufacturing the new product would not affect the current market risk of the company. The case would give students an opportunity to use the theoretical profitability and risk analysis techniques explained in standard finance textbooks in a real-world setting.

Ilhan Meric, Kathleen Dunne, and Sherry F. Li are members of the faculty at Rider University. Gulser Meric is a member of the faculty at Rowan University.

Meric, I., Dunne, K., McCall, C.W., & Meric, G. (2010). Performance of exchange-traded sector index funds in the October 9, 2007-March 9, 2009 bear market. *Journal of Finance and Accountancy*, 3, 1-10.

***Rider University and Rowan University
Finance: Sector Index Funds' Performance***

In this paper, we compare the performance of 38 iShares sector index funds in the October 9, 2007-March 9, 2009 bear market. The Sharpe and Treynor portfolio performance measures indicate that the healthcare and consumer staples sector index funds had the best performance with relatively smaller losses and less return volatility during this period. The financials and home construction sector index funds had the worst performance with relatively larger losses and greater return volatility. We use the Principal Components Analysis (PCA) multivariate technique to group the sector funds in term of the similarities of their return movements in the October 9, 2007-March 9, 2009 period. Funds with high factor loadings in the same principal component are highly correlated and having them in the same portfolio would provide a limited diversification benefit. Investors would maximize the portfolio diversification benefit by investing in funds with high factor loadings in different principal components in the October 9, 2007-March 9, 2009 bear market.

Ilhan Meric, Kathleen Dunne, and Charles W. McCall are members of the faculty at Rider University. Gulser Meric is a member of the faculty at Rowan University.

Meric, I., Goldberg, I.V., Sprotzer, I.B., & Meric, G. (2010). Performance of U.S. financial sector and bank stocks: October 2002-August 2009. *International Research Journal of Finance and Economics*, 39, 64-71.

***Rider University and Rowan University
Finance: Financial and Bank Stock Returns***

The U.S. stock market has experienced the worst bear market in its history since the Great Depression during the October 9, 2007-March 9, 2009 period. The stock market crash was mainly caused by the U.S. banking sector crisis in 2008. As a result of this crisis, the U.S. financial sector has received considerable attention in recent empirical studies. In this paper, we evaluate the performance of the U.S. financial sector during the October 2002-August 2009 period, which covers the October 2002-September 2007 bull market, the October 9, 2007-March 9, 2009 bear market, and the March 10-August 10, 2009 bull market.

Ilhan Meric, Ilene V. Goldberg, and Ira B. Sprotzer are members of the faculty at Rider University. Gulser Meric is a member of the faculty at Rowan University.

Meric, I., Lentz, C., Smeltz, W., & Meric, G. (2010). Evidence on the performance of country index funds in global financial crisis. *International Journal of Business and Finance Research*, 4(4), 89-102.

***Rider University and Rowan University
Finance: Country Index Funds' Performance***

During the October 9, 2007-March 9, 2009 period, the U.S. stock market experienced the worst bear market in its history since the Great Depression. Empirical studies show that exchange-traded country index funds can provide portfolio diversification benefits to investors in bull markets. However, they may not be good investment opportunities in bear markets. In this paper, we demonstrate that most country index funds had worse performance than the U.S. S&P 500 Index and they provided no diversification benefits to U.S. investors during the October 9, 2007-March 9, 2009 bear market.

Ilhan Meric, Christine Lentz, and Wayne Smeltz are members of the faculty at Rider University. Gulser Meric is a member of the faculty at Rowan University.

Meriç, I., Ratner, M., & Meriç, G. (2010). Risks, returns, and portfolio diversification benefits of sector investments. *Journal of the Northeastern Association of Business, Economics, and Technology*, Fall, 33-44.

***Rider University and Rowan University
Finance: Benefits of Sector Investments***

This paper evaluates the risks, returns, and portfolio diversification benefits of U.S. sector investments. Our findings indicate that investment in basic materials (BMATR), industrials (INDUS), oil & gas (OILGS), utilities (UTILS), telecommunication (TELCM), and technology (TECNO) sectors provided positive abnormal returns with the realized returns exceeding the required returns during the October 2002 to September 2007 period. However, the consumer goods (CNSMG), consumer services (CNSMS), financials (FINAN), and healthcare (HLTHC) sectors had negative abnormal returns during the same period. The Markowitz mean-variance optimization analysis indicates that an optimal portfolio with allocations of 43.77% to the oil & gas sector, 28.50% to the utilities sector, 22.21% to the technology sector, and 5.52% to the telecommunications sector would have maximized the Sharpe (1966) ratio.

Ilban Meriç and Mitchell Ratner are members of the faculty at Rider University. Gulser Meriç is a member of the faculty at Rowan University.

Michels, K.H. (2010). *New Jersey attorney ethics: The law of New Jersey lawyering*. Gann Law Books: Newark, NJ.

***The College of New Jersey
Legal Studies: Attorney Ethics***

The first definitive treatise in an ever-expanding area, this volume collects, organizes and analyzes the New Jersey Rules of Professional Conduct, court rules, decisions of the New Jersey Supreme Court, the Superior Court, and District of New Jersey, opinions of the Advisory Committee on Professional Ethics, the Advertising and Unauthorized Practice Committees, and statutory authority governing attorney conduct in New Jersey. A dog-eared copy of this treatise should be on every New Jersey attorney's desk. The treatise has been cited in opinions of the New Jersey Supreme Court, the Appellate Division, the Advisory Committee on Professional Ethics and the Disciplinary Review Board.

Kevin Michels is a member of the faculty at The College of New Jersey.

Michels, K.H. (2010). Internal corporate investigations and the truth. *Seton Hall Law Review*, 40, 83-145.

***The College of New Jersey
Legal Studies: Internal Corporate Investigation***

In 2008, nearly half of all United States public companies commissioned outside counsel to conduct at least one internal investigation. The corporation, government officials, courts, shareholders and the public rely on investigative reports in assessing allegations of material wrongdoing against the corporation. This article asks whether the internal-investigation entails a special commitment to the truth. While the American legal system has long presumed that the clash of adversaries is the best guarantor of truth, the investigator stands alone, implicitly asking us to accept unilateral efforts as trustworthy. The investigator, however, is retained and compensated by the corporation that is the subject of the allegations - raising troubling questions about loyalty, accountability and conflicting objectives. The article begins by asking which internal investigations pose special concerns about truth and reliability. From the attorney-ethics rules, corporation law and statutory obligations, it develops two categories of investigations that warrant the imposition of special truth standards: the reliance investigation - an investigation delivered to a third party; and a duty investigation - an investigation undertaken to satisfy a corporate duty of inquiry. The article next identifies the core commitment of reliance and duty investigations: to provide as nearly as practicable an accurate account of the facts, the legal standards and their application. This, in turn, raises the question of what it means to be accurate in a legal inquiry, given the interpretative range of most legal matters. The article looks to philosophy, jurisprudence and historiography - disciplines that have struggled with questions about truth and objectivity - to explain and refine the accuracy standard.

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Accuracy, the article contends, is not only a viable standard to guide the investigation, it warrants commitment to a series of procedural truth standards proposed herein that substantially enhance the prospects of an accurate account - independence, sufficient inquiry, evidentiary reliability, and professional judgment. Independence is only one of the procedural truth standards, however, that serve the core substantive standard - accuracy. The truth standards require attention to conflicts relating to investigator's role, client commitments and client protection, the scope and depth of the investigation, the reliability of the evidence gathered, questions of emphasis in developing a narrative account, adherence to professional standards of interpretation in forming legal conclusions, and client-imposed constraints on the reporting of investigation results. The standards also have important implications for the degree of certainty claimed by the report, the obligations of investigators when they cannot satisfy the truth standards, and the tort obligations of investigative counsel.

Kevin Michels is a member of the faculty at The College of New Jersey.

Moussourakis, J., & Haksever, C. (2010). Project compression with nonlinear cost functions. *Journal of Construction Engineering and Management*, 136(2), 251-259.

Rider University
Decision Sciences: Project Management

This paper presents three mixed-integer linear programming models to assist project managers in making decisions to compress project completion time under realistic activity time-cost relationship assumptions. The models assume nonlinear activity time-cost functions that are rational functions that can be convex or concave. A user of the models needs to estimate an activity time between normal and crash times where the rate of increase in the cost of performing an activity changes significantly. An efficient piecewise linearization method is presented through which nonlinear cost functions can be approximated in a mixed-integer linear programming model. Each of the models focuses on a different objective a project manager may pursue, such as minimizing project completion subject to a crash budget constraint, or minimizing total project cost, or minimizing total cost under late completion penalties or minimizing total cost with early completion bonuses of a project contract. The paper also uses a simple example which has activities that have all the different types of cost functions discussed in the paper to demonstrate how each model can be used for a project manager's different objectives.

John Moussourakis and Cengiz Haksever are members of the faculty at Rider University.

Nair, H.S., Puneet, M., & Bhatia, T. (2010). Asymmetric social interactions in physician prescription behavior: The role of opinion leaders. *Journal of Marketing Research*, 47(5), 883-895.

***Rutgers University - Newark and New Brunswick
Marketing: Physician Prescription Behavior***

The authors quantify the impact of social interactions and peer effects in the context of physicians' prescription choices. Using detailed individual-level prescription data, along with self-reported social network information, the authors document that physician prescription behavior is significantly influenced by the behavior of research-active specialists, or "opinion leaders," in the physician's reference group. The authors leverage a natural experiment in the category: New guidelines released about the therapeutic nature of the focal drug generated conditions in which physicians were more likely to be influenced by the behavior of specialist physicians in their network. The authors (1) find important, statistically significant peer effects that are robust across model specifications; (2) document asymmetries in response to marketing activity across nominators and opinion leaders; (3) measure the incremental value to firms of directing targeted sales force activity to these opinion leaders; and (4) present estimates of the social multiplier of detailing in this category.

Tulikaa Bhatia is a member of the faculty at Rutgers University - Newark and New Brunswick.

Narasimhan, R., & Chung, S. (2010). Accounting for the proposed Clean Energy and Security Act emissions allowances: Are fair values relevant or even necessary? *Oil, Gas & Energy Quarterly*, March, 497-501.

***Montclair State University and Rowan University
Accounting: Emissions Allowances***

There is a lot of debate in the country about how to control for the climate change problems caused by the emissions of greenhouse gases (GHG) by companies. Since the introduction of the sulfur dioxide emissions program in 1995, the U.S. has been lagging in this area while the European Union has introduced an emissions trading scheme for GHG in 2005 to meet the member countries commitments under the Kyoto Protocol. Recently in the U.S. Congress the Clean Energy and Security Act (also known as the Waxman-Markey Act) was introduced in the House with the Senate to consider it later in the year or in 2010. This bill would require companies to control their total GHG emissions, similar to the European Union's (EU) emissions trading scheme (ETS). The bill proposes a "cap-and-trade" model similar to the one introduced in the sulfur dioxide program and this has led to a call for a comprehensive accounting standard on how to account for and disclose the effects of the program on affected companies' financial statements as the current generally accepted accounting principles (GAAPs) do not sufficiently address this area of accounting.

Ramesh Narasimhan is a member of the faculty at Montclair State University. Shifei Chung is a member of the faculty at Rowan University.

Narasimhan, R., & Chung, S. (2010). Time to redesign the accounting curriculum for the 21st century: A proposed model of integration. *International Journal of Global Business and Economics*, 3(2), 121-127.

***Montclair State University and Rowan University
Pedagogy: Accounting Curriculum Design***

Traditionally accounting curricula are designed around a functional orientation with the concepts in financial accounting, auditing and information systems being covered in “stand-alone” courses, with the integration of the concepts being left to the will of individual instructors. The major disadvantage of this approach is that it encourages “compartmentalized” thinking and difficulties for students in assimilating advanced concepts in later courses. We propose a revised curriculum for these three areas, which integrates concepts in each re-designed course, resulting in a replication of “real world” experience. This also enables instructors the ability to design more challenging and relevant assessments and in our opinion, enhance students’ retention of knowledge.

Ramesh Narasimhan is a member of the faculty at Montclair State University. Shifei Chung is a member of the faculty at Rowan University.

Panayides, A. (2010). The correlation between improvements in telecommunications technology and growth of cities. *International Journal of Management & Information Systems*, 14(2), 85-91.

***William Paterson University
Information Technology: Impact of Telecommunications on City Growth***

This paper examines the correlation between improvements in telecommunication technology and growth of cities. By developing a general and then an urban model we want to examine the impact of telecommunication improvements on city growth assuming first that face-to-face interactions and electronic communications are substitutes and then they are complements. The placement of the general model within an urban framework shows that city size increases with electronic communications if face-to-face interactions and electronic communications are complements.

Alexandros Panayides is a member of the faculty at William Paterson University.

Passerini, K. (2010). Can I please get my data back? A look at mobile technologies and privacy protection. *Cutter Benchmark Review*, 10(6), 5-11.

***New Jersey Institute of Technology
Management: Privacy Protection***

This article examines privacy and security from a legal perspective. It discusses privacy protection needs for both organizations and ourselves, the people. While more needs to be done by employers, software designers, and legislators, the key ingredient for effective data protection is to empower individuals to make decisions about the management of their own data.

Katia Passerini is a member of the faculty at New Jersey Institute of Technology.

Patanakul, P., & Shenhar, A. (2010). Exploring the concept of value creation in program planning and systems engineering processes. *Systems Engineering*, 13(4), 340-352.

***Stevens Institute of Technology and
Rutgers University - Newark and New Brunswick
Management: Value Creation***

Almost every large system is initiated with an intention of building something, which has new value to its stakeholders. Yet, turning this simple statement into reality is often problematic since the concept of value is not always explicitly defined or structurally incorporated in the formal frameworks of program planning and systems engineering. Quite often, beyond traditional financial measures or technical and operational requirements, there is little agreement of what program value really means, and there are limited theoretical models that could help conceptualize and focus its essence. In this exploratory study, we investigated the components of program value in several major defense programs that were nominated for Aviation Week's Program Excellence Award. Among other things, these programs had to declare what value their product created. Our findings resulted in an initial framework, which identifies program value according to three major groups: value to the customer, value to the performing organization, and value to the team. The specific value components identified in our data suggest that program value could be formally and explicitly integrated into program planning and systems engineering processes. It can also lead to further research and new applications that will be focused on value creation, rather than just meeting performance and technical specifications.

Peerasit Patanakul is a member of the faculty at Stevens Institute of Technology. Aaron Shenbar is a member of the faculty at Rutgers University - Newark and New Brunswick.

Patanakul, P., Iewwongcharoen, B., & Milosevic, D. (2010). An empirical study on the use of project management tools and techniques across project life-cycle and their impact on project success. *Journal of General Management*, 35(3), 41-65.

Stevens Institute of Technology
Management: Project Management

Even though project management tools and techniques (PMTT) have been commonly used by project managers, research on PMTT still has not been adequately investigated as to whether its use contributes to the success of a project. The lack of such knowledge leads to the use of PMTT because of popularity rather than any known benefits. To respond to this issue, the authors conducted a large-sample study based on a survey and statistical analyses to investigate the use of PMTT. Evidence emerged that some PMTT should be used in a certain phase of a project and such uses contribute to project success.

Peerasit Patanakul is a member of the faculty at Stevens Institute of Technology.

Pelham, A.M. (2010). The impact of salesperson perception of firm market orientation on behaviors and consulting effectiveness. *Journal of Business-to-Business Marketing*, 17(2), 1-28.

***The College of New Jersey
Marketing: Salesperson Effectiveness***

The purpose of this study was to study market orientation as an antecedent of salespersons' behaviors that should, in turn, influence the ability of the salesperson to add value to the product or service. There have been many studies of personal antecedents of salespersons' behaviors and performance, with little predictive success. But there are few studies of firm-level influences on salesperson behaviors and their outcomes. A survey was sent to non-retail salespeople utilizing previously validated scales for all constructs of interest. The survey responses were analyzed using structural equation modeling to test hypotheses. Results suggest that market orientation has an indirect influence on salesperson consulting through adaptive selling and active listening behaviors. Active listening fully mediates the relationship between customer orientation and salesperson consulting, while salesperson consulting fully mediates the relationship between active listening and consulting effectiveness. Half of the influence of market orientation on salesperson consulting effectiveness is direct, while the other half of its influence is indirect through those salesperson behaviors. The author provides explanations for these results and implications for managers and researchers.

Alfred Pelham is a member of the faculty at The College of New Jersey.

Pirog, S.F. III (2010). Promoting statistical analysis in the marketing curriculum: A conjoint analysis exercise. *Marketing Education Review*, 20(3), 251-256.

Seton Hall University
Pedagogy: Marketing

The paper presents a detailed class assignment for learning how to perform and interpret conjoint analysis using dummy variable regression. To reduce “statistics anxiety,” the problem is simplified by representing products in terms of five attributes, each with two levels. To enhance student interest and class discussion, the conjoint problem centers on off-campus summer school courses, and students provide their own evaluations, allowing them to estimate their own part worths. The student questionnaire is provided, as well as a complete set of assignment questions, discussion of answers, and recommendations for adapting the assignment to serve different learning objectives. The paper addresses two gaps that have been noted in the marketing education literature.

Stephen Pirog is a member of the faculty at Seton Hall University.

Pontes, M.C.F., Hasit, C., Pontes, N.M.H., Lewis, P.A., & Siefring, K.T. (2010). Variables related to undergraduate students preference for distance education classes. *Online Journal of Distance Learning Administration*, 13(2), http://www.westga.edu/~distance/ojdla/summer132/pontes_pontes132.html.

Rowan University
Pedagogy: Distance Learning

The purpose of this research is to identify student-specific characteristics that are related to students' preference for distance education courses. Since distance education courses provide students with more convenient and flexible class schedules, they should be preferred by students who have a greater number of competing demands, such as work and family, on their time. Not surprisingly, previous research has shown that such competing demands are also risk factors for undergraduate degree non-completion. Therefore a major purpose of this research is to examine whether students with risk factors for non-completion of their undergraduate degree prefer distance education courses. Another purpose of this research is to examine whether students with a disability that limits their mobility, and thus experience greater barriers to access their face-to-face class rooms, prefer distance education classes. For this research, the data are from the National Postsecondary Student Aid Survey (NPSAS) conducted in 2003-04. The NPSAS uses a complex survey design to collect data from a nationally representative sample of about 80,000 postsecondary undergraduate students in the US. Results confirm that students with increasing number of risk factors for non-completion of their degree show a significantly greater preference for distance education courses. Results also show that students with limited mobility also prefer distance education classes. Taken together, these results suggest that distance education classes are likely to increase enrollment and degree completion rates both for non-traditional undergraduates, who have more risk factors for degree non-completion than traditional undergraduates, and for students with physical disabilities that limit their mobility.

Manuel C. F. Pontes, Cindi Hasit, Nancy M. H. Pontes, Phillip A. Lewis, & Karen T. Siefring are members of the faculty at Rowan University.

Presby, L. (2010). Overcoming the fear of business math using an adaptive learning approach. *The Business Review*, 16(1), 156-162.

William Paterson University
Pedagogy: Business Mathematics

An expectation gap often exists between what a course requires and what prior prerequisite courses produce. This paper examines a unique approach in learning business math principles. Incorporating a blended course delivery approach, three different classes were exposed to an adaptive learning approach with regard to learning and reviewing basic math required for business studies. Assessments were conducted both at the beginning and end of the course. Students were more motivated and interested using this method. The results show an increase of learning varying from 10 to 150% using this system. All the students preferred this learning manner compared to the traditional one. Results of this study have strong implications to help reduce the problem of students dropping courses. Education is more essential than ever to an individual's economic future. Unfortunately, many students are beginning their post-secondary studies unable and unequipped to succeed, especially in quantitative type courses. In a typical business curriculum, students are expected to enter a course such as business statistics, managerial economics, financial accounting, and corporate finance having some math under their belt.

Leonard Presby is a member of the faculty at William Paterson University.

Prichard, C., & Mir, R. (2010). Organizing value. *Organization*, 17(5), 507-515.

William Paterson University
Management: Organizing Value

In this essay, we argue that the recent financial collapse, the ensuing recession and the work of key social movements have created conditions for a reengagement of critically-inclined organizational theorists with various forms of value analysis. We then introduce the seven articles in this special issue and highlight how each makes a contribution to this reengagement.

Raza Mir is a member of the faculty at William Paterson University.

Quyang, L., Teng, J., & Cheng, M. (2010). A fuzzy inventory system with deteriorating items under supplier credits linked to ordering quantity. *Journal of Information Science and Engineering*, 26(1), 231-253.

William Paterson University

Decision Sciences: Inventory Management for Deteriorating Items

The inventory problem associated with trade credit is a popular topic in which interest income and interest payments are important issues. Most studies related to trade credit assume that the interest rate is both fixed and predetermined. However, in the real market, many factors such as financial policy, monetary policy and inflation, may affect the interest rate. Moreover, within the environment of merchandise storage, some distinctive factors arise which ultimately affect the quality of products such as temperature, humidity, and storage equipment. Thus, the rate of interest charges, the rate of interest earned, and the deterioration rate in a real inventory problem may be fuzzy. In this paper, we deal with these three imprecise parameters in inventory modeling by utilizing the fuzzy set theory. We develop the fuzzy inventory model based on Chang et al.'s model by fuzzifying the rate of interest charges, the rate of interest earned, and the deterioration rate into the triangular fuzzy number. Subsequently, we discuss how to determine the optimal ordering policy so that the total relevant inventory cost, in the fuzzy sense, is minimal. Furthermore, we show that Chang et al.'s model (the crisp model) is a special case of our model (the fuzzy model). Finally, numerical examples are provided to illustrate these results.

Jinn-Tsair Teng is a member of the faculty at William Paterson University.

Ramin, T., Firoz, N.M., & Kwarteng, A.P. (2010). The effect of culture on the relative wealth of countries: An international study. *International Journal of Management*, 27(2), 267-277.

***Montclair State University and William Paterson University
International Business: Effect of Culture on Relative Wealth***

It is argued that the concept of “wealth” and the social-economic needs of individuals are both culturally determined. In line with this, we examine the extent to which economic success is related to cultural aspects in different countries. Specifically, we measured the dependence of economic success, as measured by an index of globalization, on the cultural dimensions of individuality and uncertainty avoidance. A two-variable regression analysis yielded coefficients of multiple determination (R^2) that gave the extent of ‘dependency’ of the measure of economic success on the two cultural dimensions. Data came from World Bank Publications and their Online Databases. The resulting regression equations were statistically significant ($R^2 < 0.05$) suggesting that economic success is positively related to cultural dimensions, with highly individual cultures and cultures with low avoidance of uncertainty doing better than those with the opposite cultural characteristics.

Nadeem Firoz is a member of the faculty at Montclair State University. Taghi Ramin and Alex Kwarteng are members of the faculty at William Paterson University.

Rapp, W. (2010). The global mortgage crisis litigation fallout. In T. Lagoarde-Segot (Ed.), *After the crisis: Rethinking finance* (pp. 47-80). Hauppauge, NY: Nova Science Publishers.

New Jersey Institute of Technology
Finance: Mortgage Meltdown

In the aftermath of most bubble collapses a proliferation of scams and legal controversies emerge as investors realize their greed or naivete' has been exploited legally and illegally (Kindleberger and Aliber 2005). This naturally results in a surge in lawsuits as such investors try to recover some of their money from everyone involved in promoting and exploiting the rapid rise in asset prices. The current global financial crisis resulting from the Mortgage Meltdown has been no exception. This chapter will review some of these legal controversies by examining the recourse to the courts of two types of investors: one, investors in subprime mortgage vehicles and two, investors in banks and other lenders that lent and promoted such loans and securities and whose stock prices subsequently declined dramatically or became worthless. The analysis includes an assessment of which suits appear to have the best chance of success and those that have ended in frustration. This review is also an excellent way to understand how the bubble developed and how some investors became involved directly or indirectly in the Bubble's evolution and ultimate collapse.

William Rapp is a member of the faculty at New Jersey Institute of Technology.

Rapp, W.V. (2010). The lawyers and the meltdown: The role of lawyers in the current financial crisis. In S. Kim, & M.D. McKenzie (Eds.), *International Banking in the New Era: Post-Crisis Challenges and Opportunities (International Finance Review, Vol. 11, pp. 135-166)*. Bingley, United Kingdom: Emerald Group.

***New Jersey Institute of Technology
Finance: Mortgage Meltdown***

This research paper argues that lawyers, not just bankers, for good and bad have been involved in all aspects of the current financial crisis. Indeed after examining and assessing various civil causes of action related to the “Mortgage Meltdown” and its aftermath, it appears if lawyers had been less involved or had raised warnings about legal risks as well as economic ones whether the financial impact would have been so disastrous and widespread. Indeed by raising cautionary flags earlier lawyers might have better served both clients’ and the public’s long-term interests. This view thus complements issues related to criminally prosecuting mortgage fraud that has also seen explosive growth and where lawyers have again played central roles. Lawyers have been involved at the back end too in terms of legislation or resolving issues such as bankruptcies and foreclosures. The paper examines several causes of action the media have reported being raised by various parties and how they illustrate the role lawyers, regulations and legislation have played in the origins and evolution of the current crisis. The cases explored involve individual parties and class actions. The paper also analyzes in detail a case representing opposite ends of the origination and foreclosure closure spectrum by describing a derivative shareholder suit against corporate officers and directors actively involved in creating the subprime mess, who were then sued for covering up the inevitable results from failed loans in the reports to shareholders. It thus illustrates the legal complexities emerging from the abuse of complex financial and organizational structures impacting many investors. Finally the paper concludes by arguing there is not only a public policy need for financial regulatory reform but also for a tightening in the professional standards and regulatory penalties imposed on lawyers involved in such transactions.

William Rapp is a member of the faculty at New Jersey Institute of Technology.

Rotthoff, K., & Mayo, A. (2010). Coaching costs as Tullock Costs: A model of rising coaching salaries. *Economic Affairs*, 30(3), 65-69.

Seton Hall University
Finance: Sport Coaching Costs

Escalating sports coaching costs have strained budgets at many universities. This paper analyses these expenditures as a form of Tullock Costs (Tullock, 1967). In this framework the money the universities receive is spent on recruiting top talent, so the schools receive little, or no, monetary gain under current scholarship rules. We argue that because of the NCAA's armature rule, the salaries of coaches are artificially high.

Kurt Rotthoff and Ann Mayo are members of the faculty at Seton Hall University.

Rotthoff, K.W. (2010). Product liability litigation: An issue of Merck and lawsuits over Vioxx. *Applied Financial Economics*, 20(24), 1867-1878.

Seton Hall University
Finance: Product Liability

This study looks at the implications of Merck withdrawing Vioxx, a \$2.5 billion a year drug, from the market in 2004. This study analyzes both the incentives of the withdrawal and the expected legal costs of such a decision.

Kurt Rotthoff is a member of the faculty at Seton Hall University.

Schneider, M., & Valenti, A. (2010). The effects of “going private” using private equity: The newly private corporation and the dimensions of corporate performance. *Business & Society Review*, 115(1), 75-106.

***New Jersey Institute of Technology
Management: Corporate Social Performance***

What are the societal results of publicly-held corporations “going private?” The trend toward newly-private ownership of corporations, often achieved using private equity firms with the resulting corporation being owned by private equity funds, prompts a reexamination of the dimensions of corporate performance under a governance system that includes few powerful owners and a reduced public presence. This article examines the potential tradeoff between wealth creation and value reduction between owners/investors and other stakeholders. Using insights from corporate social responsibility and stakeholder theories and informed by agency theory, we develop a model regarding the performance implications of going private. We propose that corporate social performance (CSP) will, in general, tend to suffer with the PTP firm’s greater emphasis on its financial performance and its reduced social responsiveness and transparency. Yet we offer that there are moderating effects on management’s view of its social responsibilities as a private firm. Several variables, including the firm’s capitalization; its post-going-private exit strategy; and its managerial discretion, values, and beliefs are proposed to moderate the negative relationship between going private and CSP.

Marguerite Schneider is a member of the faculty at New Jersey Institute of Technology.

Schoen, E.J., & Falchek, J.S. (2010). *Pleasant Grove City v. Summum*. Government speech takes center stage. *Southern Law Journal*, 20(1), 1-22.

Rowan University
Legal Studies: Government Speech

In *Pleasant Grove City v. Summum*, 129 S. Ct. 1125 (2009), the U.S. Supreme Court ruled that the city's decision to display permanent monuments in a public park is a form of government speech, which is neither subject to scrutiny under the Free Speech Clause of the First Amendment, nor a form of expression to which public forum analysis applies. The purposes of this article are to examine the development of the doctrine of government speech in U.S. Supreme Court decisions, to scrutinize *Pleasant Grove* carefully to ascertain whether it contributes in a meaningful way to the understanding of government speech, and to illustrate the difficulties created by the lack of a coherent definition of government speech. As for the practical impact, the U.S. Supreme Court decision in *Pleasant Grove* fails to define government speech or explain whether or not there are any limitations to governmental invocation of the doctrine. The difficulty in distinguishing between private and government speech, between the government's establishment of public speech forums and the government's engagement in communicating its own speech, and between those situations in which the government must maintain viewpoint neutrality or may engage in its own propaganda, points to the need to focus judicial attention on the development of a more cohesive definition of government speech. What *Pleasant Grove* makes clear is that, when invoked, government speech trumps competing First Amendment claims, freeing the government to pursue the art of governing by informing the public of what it seeks to accomplish and why. Because the above noted issues are unresolved, however, lower courts struggle to determine what qualifies as government speech. Even more ominously, lower courts have begun to apply the doctrine of government speech to professors employed by public universities and to decide that their publicly stated criticisms of the university are undertaken as part of their official duties as state employees, are considered government speech, and are not protected by the First Amendment.

Edward J. Schoen is a member of the faculty at Rowan University.

Shim, S. J., & Kumar, A. (2010). Simulation for emergency care process reengineering in hospitals. *Business Process Management Journal*, 16(5), 795-805.

Seton Hall University
Information Technology: Healthcare

Purpose - Using computer simulation, this paper seeks to model the emergency care process in a hospital and evaluate the effects of some proposed changes to improve patient wait times in the process.

Design/methodology /approach-The paper is based upon a case study conducted at the hospital and uses historical data provided by the hospital to simulate the emergency care process.

Findings - The simulation results demonstrate that the changes proposed can shorten patient wait times in the emergency care process. The proposed changes involve adding another payment station and a new short-stay ward in the process. Based upon the results, the paper supports the implementation of the changes proposed.

Research limitations/implications - A couple of limitations are recognized in this paper. First, the simulation does not consider varying the capacity of resources and locations involved in the emergency care process. Second, the simulation does not consider patients by clinical disciplines in which they are treated.

Practical implications - The simulation results show that computer simulation can be an effective decision support tool in modelling the emergency care process and evaluating the effects of changes in the process. The results would be helpful to those who are considering reengineering and improving emergency care or other similar processes in hospitals.

Originality/value - Based upon a case study using real-world data, this paper extends the line of studies on computer simulation in healthcare by considering not only patient wait times in the emergency care process but also some ways to improve patient wait times and their effects on the process.

Sung Shim is a member of the faculty at Seton Hall University.

Snyder, T.C. (2010). Do federal budget deficits cause crowding out? *Research in Business and Economics Journal*, 4, <http://www.aabri.com/manuscripts/11808.pdf>.

William Paterson University
Economics: Impact of Government Deficits

Currently the U.S. President and Congress are debating the size and role of government spending and tax policy. While congress passed the over \$700 billion bailout plan to help stimulate the U.S. economy, many economists believe that this only increases our Federal deficit and causes “crowding out.” It is unclear whether expansionary fiscal policy helps stimulate the United States economy through the Keynesian multiplier effect or whether it causes crowding out of private investment. It’s also unclear how much and how long it takes for investment, consumption, output, and interest rates to respond. This paper examines the impacts of deficits on investment, consumption and output. Specifically, an error correction vector autoregression (VECM) is employed to determine the predictive power of shock to taxes, government spending, and deficits on investment, consumption, output and interest rates. Results show very little support for any crowding out effects. While interest rates appear to respond very little to deficits, reduction in taxes or increases in government spending appear to cause a relatively small increase in private investment, suggesting that the Keynesian multiplier effect outweighs or at least offsets any type of crowding out.

Tricia Coxwell Snyder is a member of the faculty at William Paterson University.

Somers, M.J. (2010). Using the theory of the professions to understand the IS identity crisis. *European Journal of Information Systems*, 19(4), 382-388.

***New Jersey Institute of Technology
Information Technology: Challenges Facing the Discipline***

Academic information systems (IS) is struggling with an identity crisis that is grounded in limited consensus about the discipline's core concepts, its important research questions and its boundaries. The result is a pluralistic discipline that has triggered an ongoing debate about whether the 'liquidity' characteristic of IS is a natural consequence of rapidly changing technologies or if it is indicative of a chaotic state that is unsustainable. This paper looks at IS through a new and different lens by using the theory of the professions to gain insight into current and heretofore unidentified problems facing the discipline. Casting IS as a profession presents an integrated view of academic IS, IS practice and IS education grounded in a framework that explores connections among these three elements. The paper concludes with a discussion of the processes by which professions evolve and likely consequences for IS research, practice and education.

Mark Somers is a member of the faculty at New Jersey Institute of Technology.

Somers, M.J. (2010). Patterns of attachment to organizations: Commitment profiles and work outcomes. *Journal of Occupational and Organizational Psychology*, 83(2), 443-453.

***New Jersey Institute of Technology
Management: Hospital Workers***

Commitment profiles were studied with a sample of 572 hospital workers. Seven of the eight commitment profiles in Meyer and Herscovitch's (2001) typology emerged using K-means clustering including: highly committed, affective dominant, continuance dominant, affective-continuance dominant, affective-normative dominant, continuance-normative dominant, and uncommitted. Outcome variables included: turnover intentions, turnover, absenteeism, and person-organization value congruence. Results were consistent with prior findings in that normative commitment alone and in conjunction with continuance commitment enhanced the benefits of affective commitment. Turnover rates were much higher for poorly socialized employees suggesting that there is a self-corrective effect in which uncommitted employees are more likely to leave their organizations.

Mark Somers is a member of the faculty at New Jersey Institute of Technology.

Somers, M.J., Finch, L., & Birnbaum, D. (2010). Marketing nursing as a profession: Integrated marketing strategies to address the nursing shortage. *Health Marketing Quarterly*, 27(3), 291-306.

***New Jersey Institute of Technology
Marketing: Nursing as a Profession***

The nursing shortage in the United States is at a crisis level characterized by critical shortages of highly trained nurses and of nursing faculty. Key issues in addressing these shortages include awareness and image-building, along with enhanced outreach programs. Although these issues are related to marketing theory, most studies in this area are based on a vocational choice model. This study was grounded in marketing theory and the results offer a new perspective for addressing the nursing shortage. In-depth interviews conducted with 31 first-year nursing students indicated that there were two distinct segments among nursing students: traditionalists and instrumentals. Traditionalists were attracted to nursing as a helping profession while instrumentals were interested in career-related rewards such as variety, mobility, and compensation. These findings were discussed in terms of building awareness and marketing programs for nursing students that are integrated across schools of nursing, private foundations and public agencies.

Mark Somers is a member of the faculty at New Jersey Institute of Technology.

Sorrentino, M., & Passerini, K. (2010). Evaluating public programs implementation: An exploratory case study. *International Journal of Electronic Government Research*, 6(3), 1-13.

***New Jersey Institute of Technology
Management: Implementation Evaluation***

This paper discusses the importance of evaluating the implementation of public programs as an integral component of organizational actions performed by public administrations. Drawing on contributions from policy studies and organization theory, the authors assign a dual role to evaluation: valuable cognitive resource and accountability tool for the policymakers. This exploratory case study contributes to the literature on implementation evaluation by providing an encompassing theory-grounded perspective on a recent e-government project by the City of Milan. The authors' preliminary findings confirm the heuristic potential of an evaluation approach where interdisciplinary inputs can enlighten not only the results, but also the process of design, adoption and the use of e-services.

Katia Passerini is a member of the faculty at New Jersey Institute of Technology.

Tandon, K., Yu, S., & Webb, G. (2010). Option introduction and secondary equity offerings. *Journal of Applied Finance*, 20(1), 47-63.

***Montclair State University
Finance: Equity Markets***

We analyze the impact of regulation and option introduction on the price effects of secondary equity offerings before and after options are introduced on the underlying stocks. After controlling for the implementation of SEC Rules 10b-21 in 1988 and 105 in 1997, we find that option availability is associated with smaller SEO discounts. We conclude that this reflects improved efficiency of market prices and that the use of options to alleviate constraints on short sales imposed by Rules 10b-21 and 105 can be viewed as a beneficial form of regulatory arbitrage that counterbalances market inefficiency caused by regulatory rules themselves.

Susana Yu is a member of the faculty at Montclair State University.

Vance, D.E. (2010). Evidence that companies are not analyzing goodwill for impairment as required by SFAS142. *Advances in Accounting, Finance and Economics*, 3(1), 1-17.

Rutgers University - Camden
Accounting: Goodwill

Goodwill is the difference between the cost of acquiring a company and the fair value of its assets. Prior to SFAS142, goodwill was systematically amortized over a period of years or written down if found impaired. SFAS142 eliminates the systematic recognition in the decline of acquired goodwill. Instead, goodwill is to be tested for impairment annually and written off only if impaired. The test for impairment includes so many subjective factors that the process has become a “black box” from the point of view of financial statement users. This gives management a significant opportunity to manipulate or avoid writing off goodwill. This paper provides a method of testing the reasonableness of management’s impairment analysis. The return on assets for companies with goodwill is compared to the return on assets for companies without goodwill. Return on assets is one factor that drives company value. Declines in company value are first recognized by writing down goodwill, and then writing down other assets. Of 2,724 companies with \$2.4 trillion in goodwill in 2005, management found only 0.54% of that goodwill was impaired and written off. This strains credulity in part because 44.4% of companies with goodwill were in the lowest quarter of their industry in terms of return on assets. Some companies with goodwill had negative equity.

David Vance is a member of the faculty at Rutgers University - Camden.

Vance, D.E. (2010). Return on goodwill. *The Journal of Applied Business Research*, 26(2), 93-103.

Rutgers University - Camden
Accounting: Goodwill

One difficulty in measuring the return on goodwill is that goodwill is a residual. Goodwill is defined as the difference between the purchase price of a company and the fair value of its assets. Accounting theorists insist goodwill is a real asset, whereas bankers and non-accountants treat goodwill as a plug number, something to balance the books. If goodwill is a real asset, and not simply a plug number, it should be possible to measure its effects. This paper analyzes the return on assets of the 4,815 largest companies on Compustat and compares the returns of companies with no-goodwill to those with some goodwill and to those with high goodwill. The comparison is based on Fama and French (1997) industry classifications. This paper found that for 87% of industries, companies with goodwill performed at least as well as those without goodwill, and for 84% of industries, companies with high-goodwill performed at least as well as those with no goodwill. On the whole, this supports the theoretical view that goodwill is a real asset and not a plug number to balance the books. However, for industries where companies with goodwill underperform their non-goodwill peers, the question arises as to whether their goodwill should receive enhanced scrutiny for impairment.

David Vance is a member of the faculty at Rutgers University - Camden.

Vandegrift, D., & Yavas, A. (2010). An experimental test of sabotage in tournaments. *Journal of Institutional and Theoretical Economics*, 166(2), 259-285.

***The College of New Jersey
Economics: Sabotage in Tournaments***

We use a real-effort task to investigate the responsiveness of both sabotage and performance in a tournament to: (1) changes in the payoff structure of the tournament, and (2) changes in the identity of competitors over a series of tournaments (rematching versus constant pairings). Constant pairings shows significantly lower performance than rematching because of weak performance by low-ability participants. Constant pairings also depresses the rate at which participants choose sabotage, but causes higher sabotage levels given that the sabotage option is selected. Finally, sabotage is used far less effectively in the constant-pairings than it is in the rematching condition.

Donald Vandegrift is a member of the faculty at The College of New Jersey.

Viswanathan, M., Rosa, J.A., & Ruth, J.A. (2010). Exchanges in marketing systems: The case of subsistence consumer-merchants in Chennai, India. *Journal of Marketing*, 74(3), 1-17.

Rutgers University - Camden
Marketing: Subsistence Consumer Merchants

A qualitative study of subsistence consumer merchants (SCMs) in Chennai, India, reveals that they sustain relationships in three interdependent relationship domains: vendor, customer, and family. Relying on long interview data, the authors interpret the subsystems as closed-loop and self-sustaining relationships. Subsystems are managed by SCMs through buying and selling activities alongside the receiving and granting of credit, and these activities engender three facets of commitment: continuance, affective, and normative. Different facets of commitment underlie the relationships in the three subsystems. Through different role-based activities, SCMs enhance or diminish commitment levels to keep all three types of relationships viable while moving their scarce time, energy, and financial resources into the domain with the greatest need. Activities and the management of commitment are performed within 24-hour business cycles, with negligible resources, and in highly unstable environments, providing valuable theoretical insights and managerial implications that guide recommendations for firms wanting to serve subsistence markets successfully.

Julie Ruth is a member of the faculty at Rutgers University - Camden.

Wang, J., Meric, G., Liu, Z., Meric, I. (2010). A comparison of the determinants of stock returns in the 1987 and 2008 stock market meltdowns. *Banking and Finance Review*, 2(1), <http://www.bankingandfinancereview.com/bfr/index.php/bfr/article/view/56>.

***Rowan University and Rider University
Finance: Stock Returns in Market Meltdowns***

In this paper, we study and compare the determinants of stock returns in the 1987 and 2008 stock market meltdowns with the multivariate regression analysis technique. We find that technical insolvency risk and bankruptcy risk were significant determinants of stock returns in the 2008 market meltdown. Investors were also somewhat concerned with bankruptcy risk in the 1987 market meltdown. However, technical insolvency risk was not a significant determinant of stock returns in the 1987 meltdown. Our findings indicate that stocks with higher betas, larger market cap, and greater return volatility lost more value in both meltdowns. We find the market-to-book ratio to be a significant determinant of stock returns in the 2008 meltdown but not in the 1987 meltdown. We find stock illiquidity to be a significant determinant of stock returns in the 1987 meltdown but not in the 2008 meltdown. With data for the two most important stock market meltdowns in U.S. history since the Great Depression, we test several extant theories related to the determinants of stock returns.

Jia Wang and Gulser Meric are members of the faculty at Rowan University. Ilhan Meric is a member of the faculty at Rider University.

Weidman, S.M., Curatola, A.P., & Linnehan, F. (2010). An experimental investigation of the intentions to accrue and disclose environmental liabilities. In C.R. Lehman (Ed.), *Advances in public interest accounting* (Vol. 15, pp. 195-243). Bingley, U.K: Emerald Group.

Rowan University

Accounting: Environmental Liabilities

There is ample evidence that many firms do not fully disclose environmental liabilities. Since it is likely that full disclosure of these liabilities may lead to greater accountability by a firm, it is important to identify factors related to the treatment and disclosure of these specific liabilities. This study reports on factors found to be related to the intentions of 263 financial executives to accrue and disclose environmental liabilities based on scenarios developed for this research. Using the Theory of Planned Behavior (Ajzen, 1991), we find that intentions to accrue and disclose environmental liabilities are positively related to an executive's attitudes, subjective norms, perceived behavioral control and sense of obligation. We also provide evidence that the magnitude of the environmental and financial consequences has a positive, significant relation to these intentions and find that financial executives from privately held companies are less likely to accrue and disclose environmental liabilities than those from companies that are publicly traded. These findings suggest that encouraging positive attitudes toward environmental accruals and disclosures, enhancing the behavioral control of financial executives over the accrual decision, and heightening their moral obligation to disclose these liabilities may lead to better accounting treatment and transparency of environmental matters.

Stephanie M. Weidman is a member of the faculty at Rowan University.

Xingyuan, W., Li, F., & Wei, Y. (2010). How do they really help? An empirical study of the role of different information sources in building brand trust. *Journal of Global Marketing*, 23(2), 243-252.

William Paterson University

Marketing: Impact of User Experience on Brand Trust

Previous research shows past experience contributes to consumers' brand knowledge and affects consumers' trust in the brand. However, little is known of the mechanism through which user experience influences brand trust. The present research examines how user experience affects brand trust in comparison with the effects of two other information sources: advertising and word of mouth (WOM) communication. The findings reveal that the three information sources have differential impacts on brand trust with user experience being the strongest influence. In addition, user experience was shown to affect brand trust both directly and indirectly, suggesting the mechanism of consumer trust formation varies with the sources of information. Implications of these findings for practitioners are discussed.

Fuan Li is a member of the faculty at William Paterson University.

Yang, H., Teng, J., Chern, M. (2010). An inventory model under inflation for deteriorating items with stock-dependent consumption rate and partial backlogging shortages. *International Journal of Production Economics*, 123(1), 8-19.

William Paterson University

Decision Sciences: Optimal Replenishment Policies for Deteriorating Items

In this paper, we extend Teng, J.T., Chang, H.J., Dye, C.Y., Hung, C.H. [2002. An optimal replenishment policy for deteriorating items with time-varying demand and partial backlogging. *Operations Research Letters* 30(6), 387-393.] and Hou, K.L. [2006. An inventory model for deteriorating items with stock-dependent consumption rate and shortages under inflation and time discounting. *European Journal of Operational Research* 168(2), 463-474.] by considering an inventory lot-size model under inflation for deteriorating items with stock-dependent consumption rate when shortages are partial backlogging. The proposed model allows for (1) partial backlogging, (2) time-varying replenishment cycles, and (3) time-varying shortage intervals. Consequently, the proposed model is in a general framework that includes numerous previous models as special cases. We then prove that the optimal replenishment schedule exists uniquely, and provide a good estimate for finding the optimal replenishment number. Furthermore, we briefly discuss some special cases of the proposed model related to previous models. Finally, numerical examples to illustrate the solution process and some managerial implications are provided.

Jinn-Tsair Teng is a member of the faculty at William Paterson University.

Yang, J.G.S. (2010). Investment planning strategies for Madoff's Ponzi scheme. *International Journal of Applied Accounting and Finance*, 1(1), 1-8.

Montclair State University
Finance: Ponzi Scheme

This paper investigates how Madoff's Ponzi scheme works. It is a fund that received investments from the earlier investors and paid out dividends to the later investors. The paper points out that a Ponzi scheme can survive only if the incoming investment is greater than the outgoing dividend payout. How long it will survive depends on the investment growth rate and the dividend payout rate. The higher the investment growth rate, the longer the fund can survive. However, the greater the dividend payout rate, the shorter the life of the fund. Investors may wish to know how much dividend can be expected given the investment growth rate and surviving years. This is known as the "equilibrium point." This paper gives answers at various different investment growth rates and surviving years. This answers the question as to when an investor should withdraw from the fund. From the investee's point of view it is equally desirable to know what should be the maximum dividend payout rate, given a certain investment growth rate and surviving years. The investee also needs to know what minimum investment growth rate the fund must maintain, given a dividend payout rate and surviving years. This paper provides answers, given various dividend payout rates and surviving years.

James G.S. Yang is a member of the faculty at Montclair State University.

Yang, J.G.S. (2010). Tax planning strategies for state income tax on gross income. *State Tax Notes*, 58(11), 757-765.

Montclair State University
Taxation: State Gross Income

This paper investigates the consequences of the Amazon tax law. It further points out the problem with modern internet commerce. These transactions have obscured the seller's and the buyer's residences. It further explores the additional tax problems arising from international e-business. It concerns custom duties, and hence the sales tax problem disappears. However, a digitized product creates practical difficulties for imposing custom duties. As a result, it is custom-duties free. An international transaction through e-business further concerns whether it is a U.S.-source income or a foreign-source income. Thus, it may involve a foreign tax credit. An international e-business may involve a buyer in the U.S. and a seller in a foreign country that imposes a value-added tax. The seller pays the value-added tax to the foreign government, while the buyer is required to pay customs duties to the U.S. government. In order to avoid double taxation, the foreign government must refund all value-added taxes to the previous buyers. This creates an administrative nightmare and we delineate the full scope of the answer. A transaction involving a seller in a foreign country may also involve a value-added tax. This paper explains what it is and gives many examples for illustrative purposes.

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Yang, J.G.S. (2010). Tax planning strategies for stock-based compensation. *Journal of Compensation and Benefits*, 26(3), 5-14.

Montclair State University
Taxation: Stock-based Compensation

This paper deals with three different kinds of stock-based compensation plans. First, the restricted stock plan is granted to the employee at no cost, but the entire value of the stock is taxable as ordinary income at the exercise date. Any additional stock appreciation is taxable as a long-term capital gain at the sale date. Secondly, the employee stock purchase plan permits the employee to purchase the company's stock at a discount price, but no less than 85 percent of the fair market value of the stock at the grant date. The amount of discount is intended to be ordinary income, but it is not taxable until the stock is finally sold. The additional long-term capital gain after the grant date is also deferred to the sale date. Third, the incentive stock option plan is given to employees to purchase the company's stock at a full price on the grant date. All capital gains thereafter are not taxable until the date when the stock is finally sold. There is no ordinary income. This paper has given an example for each of these three plans. Each plan has its own advantages and disadvantages. If a plan creates ordinary income, it is taxed at a rate up to 35 percent; whereas, long-term capital gain is taxed at 15 percent. This paper explains how to make an optimal decision among them. The difference between the employee stock purchase plan and the incentive stock option plan is the amount of discount. But this amount of discount is taxed as ordinary income under the former; whereas, as a long-term capital gain under the latter. The additional tax burden can never exceed the benefit of the discount, therefore, the former is always better than the latter. In comparing the restricted stock plan with the incentive stock option plan, the former incurs no cost but it is taxed as ordinary income at 35 percent; whereas, the latter incurs an option price but it is taxed as long-term capital gain at 15 percent. Therefore, as long as the after-tax benefits of the ordinary income exceed the after-tax benefits of the long-term capital gain, the former is more beneficial than the latter; and vice versa. This paper offers some guiding principles in making an optimal decision

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Yang, J.G.S., & Jeffers, A.E. (2010). Tax problems arising from international e-business. *Review of Business Research*, 10(3), 244-252.

Montclair State University
Taxation: e-business

A sale transaction entails sales tax. However, who is responsible for collecting the sales tax - the seller or the buyer? It depends on their residences. If both reside in the same state, it is the seller's responsibility. If not, it is the buyer's duty. Nevertheless, a U.S. Supreme Court decision stipulated that if there is a nexus between the seller and the state, it is still the seller's responsibility to withhold sales tax from the buyer. Nexus requires physical presence, such as an employee or a store. The recently enacted New York Amazon tax law has extended the concept of physical presence to the website connection. If an out-of-state seller enters into a contract with an in-state affiliate engaging in profit-making business activities by means of a computer website linkage, the seller is considered to have nexus with New York State and thus is required to collect sales tax from the in-state buyer.

James G.S. Yang and Agatha E. Jeffers are members of the faculty at Montclair State University.

Yang, J.G.S., & Lauricella, L.J. (2010). Tax problems of digitized e-business. *Journal of Internet Commerce*, 9(3), 222-242.

Montclair State University
Taxation: e-business

This paper points out that when merchandise is sold the state government imposes sales tax on tangible personal property. Nowadays, many products can be digitized, such as e-books, e-music, e-games, etc. It might be mistreated as intangible property. In fact, it is not different from tangible property such as a textbook on paper. Therefore, digitized products are also subject to sales tax. This paper also explains that who is required to collect sales tax depends on the seller's and the buyer's residences. If both reside in the same state, the seller is required to withhold sales tax from the buyer. If not, it is the buyer's responsibility to remit the use tax to his/her own state government. Now the digitized products are delivered from the seller's computer to the buyer's computer. Their residencies are never disclosed. The digitized products have obscured their residencies. Therefore, the digitized products make the administration of sales tax almost impossible. This paper further introduces two U.S. Supreme Court decisions and New York State's "Amazon tax" concerning the seller's "nexus" with the state. Only when there is a nexus between the seller and the state can the state government require an out-of-state seller to withhold sales tax from an in-state buyer. New York's "Amazon tax" attempts to expand the scope of "nexus" by using a Web site as a vehicle of connection between a seller and the state. In addition, this paper illustrates that a domestic transaction triggers sales tax, while a purchase of merchandise from a foreign country involves customer duties. However, the digitized products are not subjected to customs inspection at the national border. Therefore, a purchase of a digitized product from a foreign country is customer duty-free. Conversely, a sale of a digitized product to a foreign country does not entail sales tax because the buyer resides in a foreign country. Instead, the buyer burdens customer duties in a foreign country. The digitized products can be rented to a customer in a foreign country. It becomes a foreign-source income. As such, the income may be subject to income taxation by a foreign government. Nevertheless, the foreign tax paid can be claimed as a tax credit against the U. S. tax liability to the extent the U.S. tax liability is attributable to foreign-source income. Many examples are also given.

James G.S. Yang and Leonard J. Lauricella are members of the faculty at Montclair State University.

Yang, J.G.S., & Lord, R.A. (2010). Break-even analysis for stock-based compensation plans. *International Journal of Applied Accounting and Finance*, 1(1), 9-26.

Montclair State University
Taxation: Stock-based Compensation

We have concentrated on several common misperceptions about stock-based compensation plans. When an employee is given stock, is it compensation for employment services or an investment? If it is the former, it is taxable as ordinary income at a rate up to 35%. If the latter, the gain is taxable as a long-term capital gain at a rate of only 15%. Should the value of the shares be measured and taxed at the grant date, the exercise date or the date of final sale? This depends upon when the stock is substantially vested. We clarify these issues for three of the most widely-used stock-based compensation plans. First, under a restricted stock plan, the employee is granted their company's stock at no cost, but its value is measured and taxed as ordinary income at the vesting/exercise date. Any gain on the stock thereafter is taxed as a capital gain at the date of final sale. Second, under an employee stock purchase plan, the employee is permitted to purchase the company's stock at a discounted strike price, lower than share value on the grant date. The amount of the discount is taxable as ordinary income, but is deferred until the date of final sale. Any appreciation in value of the stock thereafter is taxable as a capital gain at the date of sale. Third, under an incentive stock option plan, an employee is given an option to purchase the company's stock at the market value on the grant date. There is no ordinary income involved; instead, all realized gains are treated as an investment. Any gain on the stock is taxable as a capital gain at the sale date. We derive equations for the break-even points between the restricted stock plan and the employee stock purchase plan, and between the restricted stock plan and the incentive stock option plan, based on total dollar gain to the employee. These relationships involve four variables: gain ratio, stock price ratio, option price ratio and share ratio. A break-even analysis demonstrates the optimal point beyond which one plan produces more gain for the employee than the other. *(Continued on the next page)*

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Further insight into possible tax planning strategies is also given. Since the employee income can be taxable as either ordinary income or as a capital gain, and deductible to the employer only for the employee's ordinary income, we suggest that the employer should adopt a strategy to maximize ordinary income, but the employee should seek to shift from ordinary income to long-term capital gains. While the restricted stock plan has the advantage of granting shares to employees at no cost, it suffers the disadvantage of the grant being taxed as ordinary income. The incentive stock option plan treats all stock values as long-term capital gains, but the employee must pay a considerable strike price to own the stock. For a stock plan of short duration, the restricted stock plan is probably better than the incentive stock option plan, but, as the time frame is extended, the latter may become more beneficial than the former.

Richard A. Lord and James G.S. Yang are members of the faculty at Montclair State University.

Yu, S., Lord, R.A., & Webb, G. (2010). The hot-growth companies: How well do analysts predict their performance? *Journal of Economics and Business*, 62(3), 195-219.

Montclair State University
Finance: Equity Markets

We assess several aspects of analysts' forecasting performance for stocks included in *Business Week's* annual list of 100 "hot-growth" companies. We find that analysts underestimate earnings before stocks are included in the list, and they tend to overestimate them afterward. However, analysts revise their earnings estimates downward after stocks are included in the list, and the largest downward revisions are followed by significant negative stock returns. We conclude that analysts correctly assess the diminished prospects of stocks designated as "hot-growth" companies and that their forecast revisions have significant predictive power and value.

Susana Yu and Richard Lord are members of the faculty at Montclair State University.

Yu, S., Rentzler, J., & Tandon, K. (2010). Reexamining the uncertain information hypothesis on the S&P 500 Index and SPDRs. *Review of Quantitative Finance and Accounting*, 34(1), 1-21.

Montclair State University
Finance: Equity Markets

This paper examines the uncertain information hypothesis on one major index and its corresponding exchange-traded fund: the S&P500 Index and SPDRs in the pre-SPDRs (01/63-12/93) and post-SPDRs (01/94-12/03) periods. Two strategies are used to measure the economic significance of the uncertain information hypothesis. Overall, we present evidence confirming the uncertain information hypothesis in the post-SPDRs period. However, we fail to convert the statistically significant gains observed into economic gains under a conservative approach. In addition, the degree of differences in the volatilities of the 5-day post-event returns (in both the S&P 500 and the SPDR) among the three subgroups diminishes in the post-SPDR period. Hence, we conclude that the market is in fact short-term efficient in a more realistic setting.

Susana Yu is a member of the faculty at Montclair State University.

Yu, S., Tandon, K., & Webb, G. (2010). The effects of option introduction on analyst coverage and earnings estimates. *The American Economist*, 55(2), 46-66.

Montclair State University
Finance: Option Introduction

Option introduction is associated with increased analyst coverage and a generally enhanced information environment for the underlying stocks. We hypothesize that these effects are more significant for Nasdaq than NYSE/Amex stocks because the Nasdaq stocks that are optioned tend to be smaller, traded less, and receive less analyst attention. Consistent with this, we document larger increases in analyst coverage, larger reductions in earnings forecast error, and more significant improvements in the timeliness of reaction to positive earnings announcements for Nasdaq stocks. We conclude that option introduction still has significant beneficial effects on stocks' trading and informational environment, even in a world where the great majority of large stocks have already been optioned.

Susana Yu is a member of the faculty at Montclair State University.

SECTION 3: TEACHING NOTES

This section contains one-page summaries of examples of excellence in the classroom. The submissions are published alphabetically in order of the last name of the first author. In addition, the names of each author and the school represented are identified.

Classroom Exercise Linked to Business Organization

James R. Ford
Kenneth J. Autore

Centenary College

We have a personal passion for teaching and are committed to creating a stimulating learning environment that focuses on active learning and participation, student centered learning, experiential learning, and academic service learning. We strive to foster a relaxed, yet invigorating environment where questions are encouraged. A specific classroom exercise that is linked to business is our student's involvement in the Volunteer Income Tax Assistance program (VITA). Students are required to be involved in the Internal Revenue Service classroom training, successfully pass the required IRS exams, and demonstrate competence while being supervised in preparing basic federal and state tax returns for qualified individuals. This program is a type of academic service and experiential learning activity that addresses community needs and civic responsibility. Academic service learning has been a progression toward increased educational goals. The VITA program fosters and enhances the student's ability to learn how to prepare federal and state tax returns. Centenary College's Volunteer Income Tax Assistance program (VITA) is aligned with Sussex County, New Jersey department of senior services, but it may be aligned with other county agencies within the state of New Jersey.

At the start of the spring semester students are required to take three IRS training classes for five hours each, and pass the necessary exams (beginner, intermediate, advanced) for the types of returns that will be prepared. Students are assigned to a local tax preparation site during the semester, where their weekly active participation in the community is supervised for ten weeks. After the tax season is complete, students are required to submit a written critical reflection paper to reflect upon, and evaluate what they have learned. The American Institute of Certified Public Accountants' core competency framework is based on the CPA

vision, which is a set of core values that define the future of the accounting profession. The framework consists of three categories of competencies, which include functional, personal, and broad business perspective competencies. Functional competencies are the technical nature aligned with the accounting profession. Personal competencies are individual attributes and values, and broad business perspective competencies relate to internal and external business contexts.

Centenary College has used the VITA program as a way to improve accounting education for the students involved in the program. Goals specific to the VITA program will vary across colleges and universities, however pre-determined objectives are established such as exposure to technology and hands-on electronic tax preparation skills. Additionally we give the students access to learn leadership skills, address the AICPA core competencies, and teach the soft skills important to employers. Some of the VITA program objectives may be to afford students the opportunity to learn specific critical skills as teamwork, research, communication, time management, critical thinking, problem solving, and ethics. After identifying the skills that should be learned, the program should be structured so that the skill sets that should be learned are in fact accomplished. Classroom time to teach these skills would require more planning, and require elaborate structure. The implementation of the VITA program provided experiential learning and the rare opportunity of the faculty member to observe their student's work ethic, people skills, sense of responsibility and commitment to the program and to their chosen career.

Student learning outcomes of the VITA program include competency in preparing basic federal and state tax returns using the IRS administered Taxwise software, insuring that the taxpayer is provided with all of the tax benefits the IRS code provides including understanding state and federal tax laws, engaging in professional interaction with a diverse clientele, and communicating appropriate solutions in a clear, effective manner during tax preparation. The students analyze, synthesize, and evaluate specific business competencies such as identifying solutions, while implementing strategic and critical approaches to effective decision making. The students learn additional life-long skills such as dealing with a culturally diversified community as well as working with the elderly citizens of the community. Clearly, the volunteer income tax assistance (VITA) program plays an important role for the students to provide them with the opportunity to experience giving back to their community and professionally prepare students to become qualified accountants when they complete their college education.

Marketing Plan Competitions as an Educational Tool: Putting Concepts into Practice with Social Cause Marketing

**Kathleen Naasz
Cheryl Veronda**

Centenary College

In the Fall 2010 semester, Centenary College students in the Principles of Marketing Class of Professor Kathleen Naasz participated in the (RED) Challenge sponsored by Pearson. (RED) products generate a sustainable flow of money for the Global Fund and help raise awareness of the issue of AIDS. The student teams were challenged to develop a marketing plan for a specific product, which could potentially become a new (RED) partner brand, targeted to college students.

In Fall 2010 and Spring 2011 semesters, Centenary College student teams in Principles of Marketing and Advertising Management and IMC classes of Professor Cheryl Veronda entered the 2011 Collegiate ECHO Direct/Interactive Marketing Challenge, developing a marketing plan for charity: water, a not-for-profit organization whose mission is to provide safe drinking water to people in developing nations who don't have access to clean water. Overall, we found both competitions provided an excellent opportunity for students to put their marketing knowledge into practice. Students were enthusiastic about both causes. Both marketing plans targeted college students, which was easy for the students to relate to and quite relevant. Both competitions also afforded a great opportunity to hone social media marketing skills. Competing against other colleges was exciting and stimulating for the student teams, as well.

Challenges accompanying both competitions included submission dates roughly two-thirds of the way through the semester, prior to coverage of all of the course concepts. In both competitions, there was also a learning curve in entering for the first time. Students also encountered some technology issues in developing and uploading video elements.

Major differences between the two competitions include the judging methodology, timing and prize structure. Winning entries in the DMEF Collegiate ECHO Challenge will not be announced until the end of the summer, and are determined by a first round of judging by direct marketing professionals, with winners selected by charity: water. Teams are eligible for monetary prizes for both students and the institution.

For the (RED) Challenge, making it into the semi-finals was based on number of votes on *Facebook*, so this was a great opportunity to put social media marketing into action. It was exciting to know the outcome before the semester ended. The winners were determined based on a panel reviewing the marketing plan submissions. Our teams placed third and fourth, which was an honor. The overall winning team was awarded a trip to New York to present their product idea.

SECTION 4: PUBLICATIONS BY COLLEGE

This section contains the individual citations sorted in alphabetical order by college. Within colleges, the citations are sorted in alphabetical order by discipline. The disciplines are Accounting, Decision Sciences, Economics, Finance, International Business, Information Technology, Legal Studies, Management, Marketing, Pedagogy, and Taxation. The abstract for a given publication may be found in Section 2. Section 2 lists the publications alphabetically in order of the last name of the first author appearing in the citation.

In this section, the layout of the information for each publication is given below. Multiple citations from the same school are placed under a single heading.

College and/or University:

Citation of the Publication

Discipline: Specific application

Fairleigh Dickinson University:

Gaughan, P.A. (2010). *Mergers, acquisitions, and corporate restructurings: 5th Edition*. Wiley: Hoboken, NJ.

Management: Corporate Restructuring

Montclair State University:

Jeffers, A.E., & Askew, S. (2010). Analyzing financial statements under IFRS - opportunities & challenges. *Journal of Leadership, Accountability and Ethics*, 8(1), 45-56.

Accounting: IFRS - Opportunities & Challenge

DiGabriele, J.A. (2010). Applying forensic skepticism to lost profits valuations. *Journal of Accountancy*, April, 32-38.

Accounting: Lost Profits

DiGabriele, J.A. (2010). Breaking up marital assets: "A balance sheet act." *American Journal of Family Law*, 24(1), 26-31.

Accounting: Marital Assets

DiGabriele, J.A. (2010). The application of a predictive S Corporation premium model and the behavioral considerations in acquisitions of private corporations. *Business Journal for Entrepreneurs*, Issue 1, 1-15

Accounting: S Corporation Valuation

Lee, Z., Deng, S., Lin, B., & Yang, J.G.S. (2010). Decision model and analysis for investment interest expense deduction and allocation. *European Journal of Operation Research*, 200(1), 268-280.

Decision Sciences: Taxation

Montclair State University (continued):

Yu, S., Rentzler, J., & Tandon, K. (2010). Reexamining the uncertain information hypothesis on the S&P 500 Index and SPDRs. *Review of Quantitative Finance and Accounting*, 34(1), 1-21.

Finance: Equity Markets

Yu, S., Lord, R.A., & Webb, G. (2010). The hot-growth companies: How well do analysts predict their performance? *Journal of Economics and Business*, 62(3), 195-219.

Finance: Equity Markets

Tandon, K., Yu, S., & Webb, G. (2010). Option introduction and secondary equity offerings. *Journal of Applied Finance*, 20(1), 47-63.

Finance: Equity Markets

Yu, S., Tandon, K., & Webb, G. (2010). The effects of option introduction on analyst coverage and earnings estimates. *The American Economist*, 55(2), 46-66.

Finance: Option Introduction

Yang, J.G.S. (2010). Investment planning strategies for Madoff's Ponzi scheme. *International Journal of Applied Accounting and Finance*, 1(1), 1-8.

Finance: Ponzi Scheme

Montclair State University (continued):

Danila, N., Jeffers, A.E., & Djalalluddin, A. (2010). Risk management strategies in the Islamic environment. *Journal of International Business and Economics*, 10(2), 131-138.

International Business: Risk Management

Jeffers, A.E., & Mogielnicki, M.S. (2010). The line between illegality & unethical behavior in the Goldman Sachs subprime mortgage securities case. *International Journal of Business Research*, 10(4), 159-170.

Legal Studies: Subprime Mortgage Securities

DiGabriele, J.A. (2010). A teaching case on financial mediation for the forensic accountant. *Journal of Forensic Studies in Accounting and Business*, Summer, 49-56. (Note: Teaching notes for this case appear on pp. 57-60.)

Pedagogy: Accounting

Yang, J.G.S., & Jeffers, A.E. (2010). Tax problems arising from international e-business. *Review of Business Research*, 10(3), 244-252.

Taxation: e-business

Yang, J.G.S., & Lauricella, L.J. (2010). Tax problems of digitized e-business. *Journal of Internet Commerce*, 9(3), 222-242.

Taxation: e-business

Montclair State University (continued):

Yang, J.G.S. (2010). Tax planning strategies for state income tax on gross income. *State Tax Notes*, 58(11), 757-765.

Taxation: State Gross Income

Yang, J.G.S. (2010). Tax planning strategies for stock-based compensation. *Journal of Compensation and Benefits*, 26(3), 5-14.

Taxation: Stock-based Compensation

Yang, J.G.S., & Lord, R.A. (2010). Break-even analysis for stock-based compensation plans. *International Journal of Applied Accounting and Finance*, 1(1), 9-26.

Taxation: Stock-based Compensation

Narasimhan, R., & Chung, S. (2010). Accounting for the proposed Clean Energy and Security Act emissions allowances: Are fair values relevant or even necessary? *Oil, Gas & Energy Quarterly*, March, 497-501.

Accounting: Emissions Allowances

Narasimhan, R., & Chung, S. (2010). Time to redesign the accounting curriculum for the 21st century: A proposed model of integration. *International Journal of Global Business and Economics*, 3(2), 121-127.

Pedagogy: Accounting Curriculum Design

Montclair State University (continued):

Ramin, T., Firoz, N.M., & Kwarteng, A.P. (2010). The effect of culture on the relative wealth of countries: An international study. *International Journal of Management*, 27(2), 267-277.

International Business: Effect of Culture on Relative Wealth

New Jersey Institute of Technology:

Rapp, W.V. (2010). The lawyers and the meltdown: The role of lawyers in the current financial crisis. In S. Kim, & M.D. McKenzie (Eds.), *International Banking in the New Era: Post-Crisis Challenges and Opportunities (International Finance Review, Vol. 11, pp. 135-166)*. Bingley, United Kingdom: Emerald Group.

Finance: Mortgage Meltdown

Rapp, W. (2010). The global mortgage crisis litigation fallout. In T. Lagoarde-Segot (Ed.), *After the crisis: Rethinking finance* (pp. 47-80). Hauppauge, NY: Nova Science Publishers.

Finance: Mortgage Meltdown

Somers, M.J. (2010). Using the theory of the professions to understand the IS identity crisis. *European Journal of Information Systems, 19*(4), 382-388.

Information Technology: Challenges Facing the Discipline

Kudyba, S. (2010). *Healthcare informatics: Improving efficiency and productivity*. London: Taylor & Francis.

Information Technology: Healthcare

Kudyba, S., & Gregorio, T. (2010). Identifying factors that impact patient length of stay metrics for healthcare providers with advanced analytics. *Health Informatics Journal, 16*(4), 235-245.

Information Technology: Healthcare

New Jersey Institute of Technology (continued):

Schneider, M., & Valenti, A. (2010). The effects of “going private” using private equity: The newly private corporation and the dimensions of corporate performance. *Business & Society Review*, 115(1), 75-106.

Management: Corporate Social Performance

Cox, P., & Schneider, M. (2010). Is corporate social performance a criterion in the overseas investment strategy of U.S. pension plans? *Business & Society*, 49(2), 252-289.

Management: Corporate Social Performance

Somers, M.J. (2010). Patterns of attachment to organizations: Commitment profiles and work outcomes. *Journal of Occupational and Organizational Psychology*, 83(2), 443-453.

Management: Hospital Workers

Sorrentino, M., & Passerini, K. (2010). Evaluating public programs implementation: An exploratory case study. *International Journal of Electronic Government Research*, 6(3), 1-13.

Management: Implementation Evaluation

Passerini, K. (2010). Can I please get my data back? A look at mobile technologies and privacy protection. *Cutter Benchmark Review*, 10(6), 5-11.

Management: Privacy Protection

New Jersey Institute of Technology (continued):

Somers, M.J., Finch, L., & Birnbaum, D. (2010). Marketing nursing as a profession: Integrated marketing strategies to address the nursing shortage. *Health Marketing Quarterly*, 27(3), 291-306.

Marketing: Nursing as a Profession

Gomez, E.A., Wu, D., Passerini, K. (2010). Computer-supported team-based learning: The impact of motivation, enjoyment and team contributions on learning outcomes. *Computers & Education*, 55(1), 378-390.

Pedagogy: Computer-supported Team Learning

Rider University:

Moussourakis, J., & Haksever, C. (2010). Project compression with nonlinear cost functions. *Journal of Construction Engineering and Management*, 136(2), 251-259.

Decision Sciences: Project Management

Meric, I., Ratner, M., & Meric, G. (2010). Risks, returns, and portfolio diversification benefits of sector investments. *Journal of the Northeastern Association of Business, Economics, and Technology*, Fall, 33-44.

Finance: Benefits of Sector Investments

Meric, I., Lentz, C., Smeltz, W., & Meric, G. (2010). Evidence on the performance of country index funds in global financial crisis. *International Journal of Business and Finance Research*, 4(4), 89-102.

Finance: Country Index Funds' Performance

Meric, I., Goldberg, I.V., Sprotzer, I.B., & Meric, G. (2010). Performance of U.S. financial sector and bank stocks: October 2002-August 2009. *International Research Journal of Finance and Economics*, 39, 64-71.

Finance: Financial and Bank Stock Returns

Meric, I., Dunne, K., McCall, C.W., & Meric, G. (2010). Performance of exchange-traded sector index funds in the October 9, 2007-March 9, 2009 bear market. *Journal of Finance and Accountancy*, 3, 1-10.

Finance: Sector Index Funds' Performance

Rider University (continued):

Campbell, D.K., & Cook, R.G. (2010). An experiential market research analysis: A partnership between teaching and library faculty. *Journal of Business & Finance Librarianship*, 15(3&4), 171-178.

Management: Entrepreneurship Research

Meric, I., Dunne, K., Li, S.F., & Meric, G. (2010). Variety enterprises corporation: Capital budgeting decision. *Review of Business & Finance Case Studies*, 1(1), 15-26.

Pedagogy: Finance

Hunter, R.J. Jr., Shannon, J.H., Amoroso, H.J., & O'Sullivan-Gavin, S. (2010). *The Legal Environment of Business: A Managerial and Regulatory Perspective (Third Edition in Series)*. New York: Cengage Publishing.

Pedagogy: Legal Studies

Rowan University:

Narasimhan, R., & Chung, S. (2010). Accounting for the proposed Clean Energy and Security Act emissions allowances: Are fair values relevant or even necessary? *Oil, Gas & Energy Quarterly*, March, 497-501.

Accounting: Emissions Allowances

Weidman, S.M., Curatola, A.P., & Linnehan, F. (2010). An experimental investigation of the intentions to accrue and disclose environmental liabilities. In C.R. Lehman (Ed.), *Advances in public interest accounting* (Vol. 15, pp. 195-243). Bingley, U.K: Emerald Group.

Accounting: Environmental Liabilities

Meric, I., Ratner, M., & Meric, G. (2010). Risks, returns, and portfolio diversification benefits of sector investments. *Journal of the Northeastern Association of Business, Economics, and Technology*, Fall, 33-44.

Finance: Benefits of Sector Investments

Meric, I., Lentz, C., Smeltz, W., & Meric, G. (2010). Evidence on the performance of country index funds in global financial crisis. *International Journal of Business and Finance Research*, 4(4), 89-102.

Finance: Country Index Funds' Performance

Rowan University (continued):

Meric, I., Goldberg, I.V., Sprotzer, I.B., & Meric, G. (2010). Performance of U.S. financial sector and bank stocks: October 2002-August 2009. *International Research Journal of Finance and Economics*, 39, 64-71.

Finance: Financial and Bank Stock Returns

Meric, I., Dunne, K., McCall, C.W., & Meric, G. (2010). Performance of exchange-traded sector index funds in the October 9, 2007-March 9, 2009 bear market. *Journal of Finance and Accountancy*, 3, 1-10.

Finance: Sector Index Funds' Performance

Wang, J., Meric, G., Liu, Z., Meric, I. (2010). A comparison of the determinants of stock returns in the 1987 and 2008 stock market meltdowns. *Banking and Finance Review*, 2(1), <http://www.bankingandfinancereview.com/bfr/index.php/bfr/article/view/56>.

Finance: Stock Returns in Market Meltdowns

Schoen, E.J., & Falchek, J.S. (2010). *Pleasant Grove City v. Summum*: Government speech takes center stage. *Southern Law Journal*, 20(1), 1-22.

Legal Studies: Government Speech

Narasimhan, R., & Chung, S. (2010). Time to redesign the accounting curriculum for the 21st century: A proposed model of integration. *International Journal of Global Business and Economics*, 3(2), 121-127.

Pedagogy: Accounting Curriculum Design

Rowan University (continued):

Pontes, M.C.F., Hasit, C., Pontes, N.M.H., Lewis, P.A., & Siefring, K.T. (2010). Variables related to undergraduate students preference for distance education classes. *Online Journal of Distance Learning Administration, 13*(2), http://www.westga.edu/~distance/ojdla/summer132/pontes_pontes132.html.

Pedagogy: Distance Learning

Meric, I., Dunne, K., Li, S.F., & Meric, G. (2010). Variety enterprises corporation: Capital budgeting decision. *Review of Business & Finance Case Studies, 1*(1), 15-26.

Pedagogy: Finance

Rutgers University - Camden:

Vance, D.E. (2010). Evidence that companies are not analyzing goodwill for impairment as required by SFAS142. *Advances in Accounting, Finance and Economics*, 3(1), 1-17.

Accounting: Goodwill

Vance, D.E. (2010). Return on goodwill. *The Journal of Applied Business Research*, 26(2), 93-103.

Accounting: Goodwill

Bezrukova, K., Spell, C.S., & Perry, J.L. (2010). Violent splits or healthy divides? Coping with injustice through faultlines. *Personnel Psychology*, 63(3), 719-751.

Management: Organizational Behavior

Viswanathan, M., Rosa, J.A., & Ruth, J.A. (2010). Exchanges in marketing systems: The case of subsistence consumer-merchants in Chennai, India. *Journal of Marketing*, 74(3), 1-17.

Marketing: Subsistence Consumer Merchants

Rutgers University - Newark and New Brunswick:

Cantwell, J.A., Dunning, J.H., & Lundan, S.M. (2010). An evolutionary approach to understanding international business activity: The co-evolution of MNEs and the institutional environment. *Journal of International Business Studies*, 41(4), 567-586.

International Business: MNEs

DiTomaso, N. (2010). A sociocultural framework on diversity requires structure as well as culture and social psychology. *Psychological Inquiry*, 21(2), 100-107.

Management: Diversity

Levin, D.Z., Kurtzberg, T.R., Phillips, K.W., & Lount, R.B., Jr. (2010). The role of affect in knowledge transfer. *Group Dynamics: Theory, Research, and Practice*, 14(2), 123-142.

Management: Knowledge Transfer

Nair, H.S., Puneet, M., & Bhatia, T. (2010). Asymmetric social interactions in physician prescription behavior: The role of opinion leaders. *Journal of Marketing Research*, 47(5), 883-895.

Marketing: Physician Prescription Behavior

Chen, J., Damanpour, F., & Reilly, R.R. (2010). Understanding antecedents of new product development speed: A meta-analysis. *Journal of Operations Management*, 28(1), 17-33.

Management: New Product Development

Seton Hall University:

Jacoby, G., & Zheng, S.X. (2010). Ownership dispersion and market liquidity. *International Review of Financial Analysis*, 19(2), 81-88.

Finance: Ownership Dispersion Impact on Liquidity

Rotthoff, K.W. (2010). Product liability litigation: An issue of Merck and lawsuits over Vioxx. *Applied Financial Economics*, 20(24), 1867-1878.

Finance: Product Liability

Rotthoff, K., & Mayo, A. (2010). Coaching costs as Tullock Costs: A model of rising coaching salaries. *Economic Affairs*, 30(3), 65-69.

Finance: Sport Coaching Costs

Shim, S. J., & Kumar, A. (2010). Simulation for emergency care process reengineering in hospitals. *Business Process Management Journal*, 16(5), 795-805.

Information Technology: Healthcare

Kumar, A., & Shim, S. J. (2010). Centralization of intensive care units: Process reengineering in a hospital. *International Journal of Engineering Business Management*, 2(1), 35-40.

Information Technology: Healthcare

Seton Hall University (continued):

Marantz, Z., Orenstein, P., & Goodman, D. (2010). A power control based admission algorithm for maximizing throughput in a CDMA network. *Wireless Personal Communications*, <http://dx.doi.org/10.1007/s11277-010-9934-6>.

Information Technology: Wireless Communications

McGee, R.W., & Yoon, Y. (2010). Antidumping laws should be consigned to the history books. In R. J. Hunter, Jr. (Ed.), *A Reader in Issues in International Trade* (pp. 49-61). Northhampton, MA: Tiger Press.

International Business: Antidumping

Hunter, R.J. Jr. (2010). Katyn: Old issues threaten Polish-Russian economic and political relations. *European Journal of Social Sciences*, 17(2), 288-297.

International Business: Polish-Russian Relations

Hunter, R.J. Jr., & Lozada, H.R. (2010). A primer on issues in international trade. *International Research Journal of Finance and Economics*, 47, 99-110.

International Business: Trade Issues

Gurnack, A.M., Hunter, R.J. Jr., & Bradley, R. (2010). The battle over the deed to St. Stanislaus Bishop and Martyr Church in New York City: A landmark court case. *Polish American Studies*, LXVII(1), 45-56.

Legal Studies: Church Property

Seton Hall University (continued):

Hunter, R.J. Jr., & Lozada, H.R. (2010). A nomination of a Supreme Court justice: The incorporation doctrine revisited. *Oklahoma City University Law Review*, 35(2), 365-385.

Legal Studies: Incorporation Doctrine

Blodgett, M.S., & Hunter, R.J. Jr. (2010). The environment and trade agreements: Should the WTO become more actively involved? *Hastings International and Comparative Law Review*, 33(1), 1-19.

Legal Studies: International Trade

Gordon, A., Lozada, H.R., & Hunter, R.J. Jr. (2010). A managerial guide to avoiding the product liability trap in dealing with the People's Republic of China. *Mustang Journal of Law and Legal Studies*, 1, 28-45.

Legal Studies: Product Liability

Coakes, E., Amar, A.D., & Granados, M.L. (2010). Knowledge management, strategy, and technology: A global snapshot. *Journal of Enterprise Information Management*, 23(3), 282-304.

Management: Knowledge Management Strategy

McCrea, E.A. (2010). Integrating service-learning into an introduction to entrepreneurship course. *Journal of Management Education*, 34(1), 39-61.

Pedagogy: Integrating Service-Learning and Entrepreneurship

Seton Hall University (continued):

Pirog, S.F. III (2010). Promoting statistical analysis in the marketing curriculum: A conjoint analysis exercise. *Marketing Education Review*, 20(3), 251-256.

Pedagogy: Marketing

Gibson, A. (2010). Measuring business student satisfaction: A review and summary of the major predictors. *Journal of Higher Education Policy and Management*, 32(3), 251-259.

Pedagogy: Student Satisfaction

Easton, R.W. (2010). Court applies Section 2036 favorably to family partnership. *Practical Tax Strategies*, 84(3), 153-161.

Taxation: Family Partnership

Easton, R.W. (2010). Transfer residential real estate free of gift or estate tax. *Practical Tax Strategies*, 84(1), 4-11.

Taxation: Residential Real Estate

Hunter, R.J. Jr., Shannon, J.H., Amoroso, H.J., & O'Sullivan-Gavin, S. (2010). *The Legal Environment of Business: A Managerial and Regulatory Perspective (Third Edition in Series)*. New York: Cengage Publishing.

Pedagogy: Legal Studies

Stevens Institute of Technology:

Creamer, G., & Freund, Y. (2010). Automated trading with boosting and expert weighting. *Quantitative Finance*, 10(4), 401-420.

Decision Sciences: Automated Stock Trading

Ben-Zvi, T. (2010). The efficacy of business simulation games in creating Decision Support Systems: An experimental investigation. *Decision Support Systems*, 49(1), 61-69.

Decision Sciences: Business Simulation Games

Creamer, G., & Freund, Y. (2010). Using boosting for financial analysis and performance prediction: Application to S&P 500 companies, Latin American ADRs and banks. *Computational Economics*, 36(2), 133-151.

Decision Sciences: Financial Analysis

Creamer, G., & Freund, Y. (2010). Learning a board balanced scorecard to improve corporate performance. *Decision Support Systems*, 49(4), 365-385.

Decision Sciences: Strategic Planning

Llano, J.A. (2010). *Determinants of academic entrepreneurship behavior: A multilevel model*. Doctoral dissertation, Stevens Institute of Technology.

Management: Academic Entrepreneurship Behavior

Stevens Institute of Technology (continued):

Chen, J., Damanpour, F., & Reilly, R.R. (2010). Understanding antecedents of new product development speed: A meta-analysis. *Journal of Operations Management*, 28(1), 17-33.

Management: New Product Development

Patanakul, P., Iewwongcharoen, B., & Milosevic, D. (2010). An empirical study on the use of project management tools and techniques across project life-cycle and their impact on project success. *Journal of General Management*, 35(3), 41-65.

Management: Project Management

Aronson, Z.H., Shenhar, A.J., & Reilly, R.R. (2010). Project spirit: Placing partakers' emotions, attitudes and norms in the context of project vision, artifacts, leader values, contextual performance and success. *Journal of High Technology Management Research*, 21(1), 2-13.

Management: Project Management

Patanakul, P., & Shenhar, A. (2010). Exploring the concept of value creation in program planning and systems engineering processes. *Systems Engineering*, 13(4), 340-352.

Management: Value Creation

The College of New Jersey:

Vandegrift, D., & Yavas, A. (2010). An experimental test of sabotage in tournaments. *Journal of Institutional and Theoretical Economics*, 166(2), 259-285.

Economics: Sabotage in Tournaments

Michels, K.H. (2010). *New Jersey attorney ethics: The law of New Jersey lawyering*. Gann Law Books: Newark, NJ.

Legal Studies: Attorney Ethics

Michels, K.H. (2010). Internal corporate investigations and the truth. *Seton Hall Law Review*, 40, 83-145.

Legal Studies: Internal Corporate Investigation

Pelham, A.M. (2010). The impact of salesperson perception of firm market orientation on behaviors and consulting effectiveness. *Journal of Business-to-Business Marketing*, 17(2), 1-28.

Marketing: Salesperson Effectiveness

The Richard Stockton College of New Jersey:

Latourette, A.W. (2010). Plagiarism: Legal and ethical implications for the university. *Journal of College and University Law*, 37(1), 1-91.

Legal Studies: Plagiarism

William Paterson University:

Arya, A., & Reinstein, A. (2010). Recent developments in fair value accounting. *The CPA Journal*, 80(8), 20-29.

Accounting: Fair Value

Quyung, L., Teng, J., & Cheng, M. (2010). A fuzzy inventory system with deteriorating items under supplier credits linked to ordering quantity. *Journal of Information Science and Engineering*, 26(1), 231-253.

Decision Sciences: Inventory Management for Deteriorating Items

Chang, C., Ouyang, L., Teng, J., & Cheng, M. (2010). Optimal ordering policies for deteriorating items using a discounted cash-flow analysis when a trade credit is linked to order quantity. *Computers & Industrial Engineering*, 59(4), 770-777.

Decision Sciences: Optimal Ordering Policies for Deteriorating Items

Yang, H., Teng, J., Chern, M. (2010). An inventory model under inflation for deteriorating items with stock-dependent consumption rate and partial backlogging shortages. *International Journal of Production Economics*, 123(1), 8-19.

Decision Sciences: Optimal Replenishment Policies for Deteriorating Items

Chang, C., Teng, J., & Chern, M. (2010). Optimal manufacturer's replenishment policies for deteriorating items in a supply chain with up-stream and down-stream trade credits. *International Journal of Production Economics*, 127(1), 197-202.

Decision Sciences: Optimal Replenishment Policies for Deteriorating Items

William Paterson University (continued):

Chang, C., Teng, J., & Goyal, S.K. (2010). Optimal replenishment policies for non-instantaneous deteriorating items with stock-dependent demand. *International Journal of Production Economics*, 123(1), 62-68.

Decision Sciences: Optimal Replenishment Policies for Deteriorating Items

Snyder, T.C. (2010). Do federal budget deficits cause crowding out? *Research in Business and Economics Journal*, 4, <http://www.aabri.com/manuscripts/11808.pdf>.

Economics: Impact of Government Deficits

Chan, K.C., Wong, H., & Wong, A. (2010). Performance of foreign firms after their US listing upgrades. *The Business Review*, 15(1), 46-51.

Finance: Performance Impact of Listing Upgrades

Fosberg, R.H. (2010). A test of the M&M capital structure theories. *Journal of Business & Economics Research*, 8(4), 23-28.

Finance: Testing M&M Capital Structure Theories

Panayides, A. (2010). The correlation between improvements in telecommunications technology and growth of cities. *International Journal of Management & Information Systems*, 14(2), 85-91.

Information Technology: Impact of Telecommunications on City Growth

William Paterson University (continued):

Andreopoulos, G., Andreopoulos, G.C., Durzynska, E., & Panayides, A. (2010). Bilateral aid: A true instrument of development? The case of the United States. *Journal of International Management Studies*, 10(4), 106-111.

International Business: Aid to Developing Countries

Ramin, T., Firoz, N.M., & Kwarteng, A.P. (2010). The effect of culture on the relative wealth of countries: An international study. *International Journal of Management*, 27(2), 267-277.

International Business: Effect of Culture on Relative Wealth

Cai, F., & Wong, H. (2010). The effect of IFRS adoption on global market integration. *The International Business & Economics Research Journal*, 9(10), 25-34.

International Business: Impact of IFRS Adoption

Chen, H., Hu, M.Y., & Zhang, G.P. (2010). Overcoming liability of foreignness: An analysis of early foreign investment in China. *International Journal of Strategic Decision Sciences*, 1(3), 71-83.

International Business: Liability of Foreignness

Cline, M., Guynes, C.S., & Nyaboga, A. (2010). The impact of organizational change on information system security. *Journal of Business and Economics Research*, 8(1), 59-64.

Management: Information Security

William Paterson University (continued):

Prichard, C., & Mir, R. (2010). Organizing value. *Organization*, 17(5), 507-515.

Management: Organizing Value

Florenthal, B., & Shoham, A. (2010). Four-mode channel interactivity concept and channel preferences. *Journal of Services Marketing*, 24(1), 29-41.

Marketing: Channel Interactivity

Xingyuan, W., Li, F., & Wei, Y. (2010). How do they really help? An empirical study of the role of different information sources in building brand trust. *Journal of Global Marketing*, 23(2), 243-252.

Marketing: Impact of User Experience on Brand Trust

Agnihotri, R., & Rapp, A.A. (2010). *Effective sales force automation and customer relationship management: A focus on selection and implementation*. New York: Business Expert Press.

Marketing: Salesperson Effectiveness

Presby, L. (2010). Overcoming the fear of business math using an adaptive learning approach. *The Business Review*, 16(1), 156-162.

Pedagogy: Business Mathematics

William Paterson University (continued):

Andreopoulos, G.C., & Panayides, A. (2010). Does student quality matter in the teaching of economic principles? *American Journal of Business Education*, 3(5), 81-85.

Pedagogy: Economics

Andreopoulos, G.C., & Panayides, A. (2010). Teaching microeconomic principles: Does student quality play a role? *Review of Business Research*, 10(4), 126-131.

Pedagogy: Economics

SECTION 5: PUBLICATIONS BY DISCIPLINE

This section contains the individual citations sorted in alphabetical order by discipline. The disciplines are Accounting, Decision Sciences, Economics, Finance, Information Technology, International Business, Legal Studies, Management, Marketing, Pedagogy and Taxation. The abstract for a given publication may be found in Section 2. Section 2 lists the publications alphabetically in order of the last name of the first author appearing in the citation.

In this section, the layout of the information for each publication is given below. Multiple citations with the same discipline and specific application are placed under a single heading.

Discipline: Specific Application

Citation of the Publication

Accounting: Emissions Allowances

Narasimhan, R., & Chung, S. (2010). Accounting for the proposed Clean Energy and Security Act emissions allowances: Are fair values relevant or even necessary? *Oil, Gas & Energy Quarterly*, March, 497-501.

Accounting: Environmental Liabilities

Weidman, S.M., Curatola, A.P., & Linnehan, F. (2010). An experimental investigation of the intentions to accrue and disclose environmental liabilities. In C.R. Lehman (Ed.), *Advances in public interest accounting* (Vol. 15, pp. 195-243). Bingley, U.K: Emerald Group.

Accounting: Fair Value

Arya, A., & Reinstein, A. (2010). Recent developments in fair value accounting. *The CPA Journal*, 80(8), 20-29.

Accounting: Goodwill

Vance, D.E. (2010). Return on goodwill. *The Journal of Applied Business Research*, 26(2), 93-103.

Vance, D.E. (2010). Evidence that companies are not analyzing goodwill for impairment as required by SFAS142. *Advances in Accounting, Finance and Economics*, 3(1), 1-17.

Accounting: IFRS - Opportunities & Challenges

Jeffers, A.E., & Askew, S. (2010). Analyzing financial statements under IFRS - opportunities & challenges. *Journal of Leadership, Accountability and Ethics*, 8(1), 45-56.

Accounting: Lost Profits

DiGabriele, J.A. (2010). Applying forensic skepticism to lost profits valuations. *Journal of Accountancy*, April, 32-38.

Accounting: Marital Assets

DiGabriele, J.A. (2010). Breaking up marital assets: "A balance sheet act." *American Journal of Family Law*, 24(1), 26-31.

Accounting: S Corporation Valuation

DiGabriele, J.A. (2010). The application of a predictive S Corporation premium model and the behavioral considerations in acquisitions of private corporations. *Business Journal for Entrepreneurs*, Issue 1, 1-15.

Decision Sciences: Automated Stock Trading

Creamer, G., & Freund, Y. (2010). Automated trading with boosting and expert weighting. *Quantitative Finance*, 10(4), 401-420.

Decision Sciences: Business Simulation Games

Ben-Zvi, T. (2010). The efficacy of business simulation games in creating Decision Support Systems: An experimental investigation. *Decision Support Systems*, 49(1), 61-69.

Decision Sciences: Financial Analysis

Creamer, G., & Freund, Y. (2010). Using boosting for financial analysis and performance prediction: Application to S&P 500 companies, Latin American ADRs and banks. *Computational Economics*, 36(2), 133-151.

Decision Sciences: Inventory Management for Deteriorating Items

Quyang, L., Teng, J., & Cheng, M. (2010). A fuzzy inventory system with deteriorating items under supplier credits linked to ordering quantity. *Journal of Information Science and Engineering*, 26(1), 231-253.

Chang, C., Ouyang, L., Teng, J., & Cheng, M. (2010). Optimal ordering policies for deteriorating items using a discounted cash-flow analysis when a trade credit is linked to order quantity. *Computers & Industrial Engineering*, 59(4), 770-777.

Chang, C., Teng, J., & Chern, M. (2010). Optimal manufacturer's replenishment policies for deteriorating items in a supply chain with up-stream and down-stream trade credits. *International Journal of Production Economics*, 127(1), 197-202.

Decision Sciences: Inventory Management for Deteriorating Items (continued)

Chang, C., Teng, J., & Goyal, S.K. (2010). Optimal replenishment policies for non-instantaneous deteriorating items with stock-dependent demand. *International Journal of Production Economics*, 123(1), 62-68.

Yang, H., Teng, J., Chern, M. (2010). An inventory model under inflation for deteriorating items with stock-dependent consumption rate and partial backlogging shortages. *International Journal of Production Economics*, 123(1), 8-19.

Decision Sciences: Project Management

Moussourakis, J., & Haksever, C. (2010). Project compression with nonlinear cost functions. *Journal of Construction Engineering and Management*, 136(2), 251-259.

Decision Sciences: Strategic Planning

Creamer, G., & Freund, Y. (2010). Learning a board balanced scorecard to improve corporate performance. *Decision Support Systems*, 49(4), 365-385.

Decision Sciences: Taxation

Lee, Z., Deng, S., Lin, B., & Yang, J.G.S. (2010). Decision model and analysis for investment interest expense deduction and allocation. *European Journal of Operational Research*, 200(1), 268-280.

Economics: Impact of Government Deficits

Snyder, T.C. (2010). Do federal budget deficits cause crowding out? *Research in Business and Economics Journal*, 4, <http://www.aabri.com/manuscripts/11808.pdf>.

Economics: Sabotage in Tournaments

Vandegrift, D., & Yavas, A. (2010). An experimental test of sabotage in tournaments. *Journal of Institutional and Theoretical Economics*, 166(2), 259-285.

Finance: Benefits of Sector Investments

Meric, I., Ratner, M., & Meric, G. (2010). Risks, returns, and portfolio diversification benefits of sector investments. *Journal of the Northeastern Association of Business, Economics, and Technology*, Fall, 33-44.

Finance: Country Index Funds' Performance

Meric, I., Lentz, C., Smeltz, W., & Meric, G. (2010). Evidence on the performance of country index funds in global financial crisis. *International Journal of Business and Finance Research*, 4(4), 89-102.

Finance: Equity Markets

Tandon, K., Yu, S., & Webb, G. (2010). Option introduction and secondary equity offerings. *Journal of Applied Finance*, 20(1), 47-63.

Finance: Equity Markets (continued)

Yu, S., Lord, R.A., & Webb, G. (2010). The hot-growth companies: How well do analysts predict their performance? *Journal of Economics and Business*, 62(3), 195-219.

Yu, S., Rentzler, J., & Tandon, K. (2010). Reexamining the uncertain information hypothesis on the S&P 500 Index and SPDRs. *Review of Quantitative Finance and Accounting*, 34(1), 1-21.

Finance: Financial and Bank Stock Returns

Meric, I., Goldberg, I.V., Sprotzer, I.B., & Meric, G. (2010). Performance of U.S. financial sector and bank stocks: October 2002-August 2009. *International Research Journal of Finance and Economics*, 39, 64-71.

Finance: Mortgage Meltdown

Rapp, W. (2010). The global mortgage crisis litigation fallout. In T. Lagoarde-Segot (Ed.), *After the crisis: Rethinking finance* (pp. 47-80). Hauppauge, NY: Nova Science Publishers.

Rapp, W.V. (2010). The lawyers and the meltdown: The role of lawyers in the current financial crisis. In S. Kim, & M.D. McKenzie (Eds.), *International Banking in the New Era: Post-Crisis Challenges and Opportunities (International Finance Review, Vol. 11, pp. 135-166)*. Bingley, United Kingdom: Emerald Group.

Finance: Option Introduction

Yu, S., Tandon, K., & Webb, G. (2010). The effects of option introduction on analyst coverage and earnings estimates. *The American Economist*, 55(2), 46-66.

Finance: Ownership Dispersion Impact on Liquidity

Jacoby, G., & Zheng, S.X. (2010). Ownership dispersion and market liquidity. *International Review of Financial Analysis*, 19(2), 81-88.

Finance: Performance Impact of Listing Upgrades

Chan, K.C., Wong, H., & Wong, A. (2010). Performance of foreign firms after their US listing upgrades. *The Business Review*, 15(1), 46-51.

Finance: Ponzi Scheme

Yang, J.G.S. (2010). Investment planning strategies for Madoff's Ponzi scheme. *International Journal of Applied Accounting and Finance*, 1(1), 1-8.

Finance: Product Liability

Rotthoff, K.W. (2010). Product liability litigation: An issue of Merck and lawsuits over Vioxx. *Applied Financial Economics*, 20(24), 1867-1878.

Finance: Sector Index Funds' Performance

Meric, I., Dunne, K., McCall, C.W., & Meric, G. (2010). Performance of exchange-traded sector index funds in the October 9, 2007-March 9, 2009 bear market. *Journal of Finance and Accountancy*, 3, 1-10.

Finance: Sport Coaching Costs

Rotthoff, K., & Mayo, A. (2010). Coaching costs as Tullock Costs: A model of rising coaching salaries. *Economic Affairs*, 30(3), 65-69.

Finance: Stock Returns in Market Meltdowns

Wang, J., Meric, G., Liu, Z., Meric, I. (2010). A comparison of the determinants of stock returns in the 1987 and 2008 stock market meltdowns. *Banking and Finance Review*, 2(1), <http://www.bankingandfinancereview.com/bfr/index.php/bfr/article/view/56>.

Finance: Testing M&M Capital Structure Theories

Fosberg, R.H. (2010). A test of the M&M capital structure theories. *Journal of Business & Economics Research*, 8(4), 23-28.

Information Technology: Challenges Facing the Discipline

Somers, M.J. (2010). Using the theory of the professions to understand the IS identity crisis. *European Journal of Information Systems*, 19(4), 382-388.

Information Technology: Healthcare

Kudyba, S. (2010). *Healthcare informatics: Improving efficiency and productivity*. London: Taylor & Francis.

Kudyba, S., & Gregorio, T. (2010). Identifying factors that impact patient length of stay metrics for healthcare providers with advanced analytics. *Health Informatics Journal*, 16(4), 235-245.

Kumar, A., & Shim, S. J. (2010). Centralization of intensive care units: Process reengineering in a hospital. *International Journal of Engineering Business Management*, 2(1), 35-40.

Shim, S. J., & Kumar, A. (2010). Simulation for emergency care process reengineering in hospitals. *Business Process Management Journal*, 16(5), 795-805.

Information Technology: Impact of Telecommunications on City Growth

Panayides, A. (2010). The correlation between improvements in telecommunications technology and growth of cities. *International Journal of Management & Information Systems*, 14(2), 85-91.

Information Technology: Wireless Communications

Marantz, Z., Orenstein, P., & Goodman, D. (2010). A power control based admission algorithm for maximizing throughput in a CDMA network. *Wireless Personal Communications*, <http://dx.doi.org/10.1007/s11277-010-9934-6>.

International Business: Aid to Developing Countries

Andreopoulos, G., Andreopoulos, G.C., Durzynska, E., & Panayides, A. (2010). Bilateral aid: A true instrument of development? The case of the United States. *Journal of International Management Studies*, 10(4), 106-111.

International Business: Antidumping

McGee, R.W., & Yoon, Y. (2010). Antidumping laws should be consigned to the history books. In R. J. Hunter, Jr. (Ed.), *A Reader in Issues in International Trade* (pp. 49-61). Northhampton, MA: Tiger Press.

International Business: Effect of Culture on Relative Wealth

Ramin, T., Firoz, N.M., & Kwarteng, A.P. (2010). The effect of culture on the relative wealth of countries: An international study. *International Journal of Management*, 27(2), 267-277.

International Business: Impact of IFRS Adoption

Cai, F., & Wong, H. (2010). The effect of IFRS adoption on global market integration. *The International Business & Economics Research Journal*, 9(10), 25-34.

International Business: Liability of Foreignness

Chen, H., Hu, M.Y., & Zhang, G.P. (2010). Overcoming liability of foreignness: An analysis of early foreign investment in China. *International Journal of Strategic Decision Sciences*, 1(3), 71-83.

International Business: MNEs

Cantwell, J.A., Dunning, J.H., & Lundan, S.M. (2010). An evolutionary approach to understanding international business activity: The co-evolution of MNEs and the institutional environment. *Journal of International Business Studies*, 41(4), 567-586.

International Business: Polish-Russian Relations

Hunter, R.J. Jr. (2010). Katyn: Old issues threaten Polish-Russian economic and political relations. *European Journal of Social Sciences*, 17(2), 288-297.

International Business: Risk Management

Danila, N., Jeffers, A.E., & Djalaluddin, A. (2010). Risk management strategies in the Islamic environment. *Journal of International Business and Economics*, 10(2), 131-138.

International Business: Trade Issues

Hunter, R.J. Jr., & Lozada, H.R. (2010). A primer on issues in international trade. *International Research Journal of Finance and Economics*, 47, 99-110.

Legal Studies: Attorney Ethics

Michels, K.H. (2010). *New Jersey attorney ethics: The law of New Jersey lawyering*. Gann Law Books: Newark, NJ.

Legal Studies: Church Property

Gurnack, A.M., Hunter, R.J. Jr., & Bradley, R. (2010). The battle over the deed to St. Stanislaus Bishop and Martyr Church in New York City: A landmark court case. *Polish American Studies*, LXVII(1), 45-56.

Legal Studies: Government Speech

Schoen, E.J., & Falchek, J.S. (2010). *Pleasant Grove City v. Summum*. Government speech takes center stage. *Southern Law Journal*, 20(1), 1-22.

Legal Studies: Incorporation Doctrine

Hunter, R.J. Jr., & Lozada, H.R. (2010). A nomination of a Supreme Court justice: The incorporation doctrine revisited. *Oklahoma City University Law Review*, 35(2), 365-385.

Legal Studies: Internal Corporate Investigation

Michels, K.H. (2010). Internal corporate investigations and the truth. *Seton Hall Law Review*, 40, 83-145.

Legal Studies: International Trade

Blodgett, M.S., & Hunter, R.J. Jr. (2010). The environment and trade agreements: Should the WTO become more actively involved? *Hastings International and Comparative Law Review*, 33(1), 1-19.

Legal Studies: Plagiarism

Latourette, A.W. (2010). Plagiarism: Legal and ethical implications for the university. *Journal of College and University Law*, 37(1), 1-91.

Legal Studies: Product Liability

Gordon, A., Lozada, H.R., & Hunter, R.J. Jr. (2010). A managerial guide to avoiding the product liability trap in dealing with the People's Republic of China. *Mustang Journal of Law and Legal Studies*, 1, 28-45.

Legal Studies: Subprime Mortgage Securities

Jeffers, A.E., & Mogielnicki, M.S. (2010). The line between illegality & unethical behavior in the Goldman Sachs subprime mortgage securities case. *International Journal of Business Research*, 10(4), 159-170.

Management: Academic Entrepreneurship Behavior

Llano, J.A. (2010). *Determinants of academic entrepreneurship behavior: A multilevel model*. Doctoral dissertation, Stevens Institute of Technology.

Management: Corporate Restructuring

Gaughan, P.A. (2010). *Mergers, acquisitions, and corporate restructurings: 5th Edition*. Wiley: Hoboken, NJ.

Management: Corporate Social Performance

Cox, P., & Schneider, M. (2010). Is corporate social performance a criterion in the overseas investment strategy of U.S. pension plans? *Business & Society*, 49(2), 252-289.

Schneider, M., & Valenti, A. (2010). The effects of “going private” using private equity: The newly private corporation and the dimensions of corporate performance. *Business & Society Review*, 115(1), 75-106.

Management: Diversity

DiTomaso, N. (2010). A sociocultural framework on diversity requires structure as well as culture and social psychology. *Psychological Inquiry*, 21(2), 100-107.

Management: Entrepreneurship Research

Campbell, D.K., & Cook, R.G. (2010). An experiential market research analysis: A partnership between teaching and library faculty. *Journal of Business & Finance Librarianship*, 15(3&4), 171-178.

Management: Hospital Workers

Somers, M.J. (2010). Patterns of attachment to organizations: Commitment profiles and work outcomes. *Journal of Occupational and Organizational Psychology*, 83(2), 443-453.

Management: Implementation Evaluation

Sorrentino, M., & Passerini, K. (2010). Evaluating public programs implementation: An exploratory case study. *International Journal of Electronic Government Research*, 6(3), 1-13.

Management: Information Security

Cline, M., Guynes, C.S., & Nyaboga, A. (2010). The impact of organizational change on information system security. *Journal of Business and Economics Research*, 8(1), 59-64.

Management: Knowledge Management Strategy

Coakes, E., Amar, A.D., & Granados, M.L. (2010). Knowledge management, strategy, and technology: A global snapshot. *Journal of Enterprise Information Management*, 23(3), 282-304.

Management: Knowledge Transfer

Levin, D.Z., Kurtzberg, T.R., Phillips, K.W., & Lount, R.B., Jr. (2010). The role of affect in knowledge transfer. *Group Dynamics: Theory, Research, and Practice*, 14(2), 123-142.

Management: New Product Development

Chen, J., Damanpour, F., & Reilly, R.R. (2010). Understanding antecedents of new product development speed: A meta-analysis. *Journal of Operations Management*, 28(1), 17-33.

Management: Organizational Behavior

Bezrukova, K., Spell, C.S., & Perry, J.L. (2010). Violent splits or healthy divides? Coping with injustice through faultlines. *Personnel Psychology*, 63(3), 719-751.

Management: Organizing Value

Prichard, C., & Mir, R. (2010). Organizing value. *Organization*, 17(5), 507-515.

Management: Privacy Protection

Passerini, K. (2010). Can I please get my data back? A look at mobile technologies and privacy protection. *Cutter Benchmark Review*, 10(6), 5-11.

Management: Project Management

Aronson, Z.H., Shenhar, A.J., & Reilly, R.R. (2010). Project spirit: Placing partakers' emotions, attitudes and norms in the context of project vision, artifacts, leader values, contextual performance and success. *Journal of High Technology Management Research*, 21(1), 2-13.

Patanakul, P., Iewwongcharoen, B., & Milosevic, D. (2010). An empirical study on the use of project management tools and techniques across project life-cycle and their impact on project success. *Journal of General Management*, 35(3), 41-65.

Management: Value Creation

Patanakul, P., & Shenhar, A. (2010). Exploring the concept of value creation in program planning and systems engineering processes. *Systems Engineering*, 13(4), 340-352.

Marketing: Channel Interactivity

Florenthal, B., & Shoham, A. (2010). Four-mode channel interactivity concept and channel preferences. *Journal of Services Marketing*, 24(1), 29-41.

Marketing: Impact of User Experience on Brand Trust

Xingyuan, W., Li, F., & Wei, Y. (2010). How do they really help? An empirical study of the role of different information sources in building brand trust. *Journal of Global Marketing*, 23(2), 243-252.

Marketing: Nursing as a Profession

Somers, M.J., Finch, L., & Birnbaum, D. (2010). Marketing nursing as a profession: Integrated marketing strategies to address the nursing shortage. *Health Marketing Quarterly*, 27(3), 291-306.

Marketing: Physician Prescription Behavior

Nair, H.S., Puneet, M., & Bhatia, T. (2010). Asymmetric social interactions in physician prescription behavior: The role of opinion leaders. *Journal of Marketing Research*, 47(5), 883-895.

Marketing: Salesperson Effectiveness

Agnihotri, R., & Rapp, A.A. (2010). *Effective sales force automation and customer relationship management: A focus on selection and implementation*. New York: Business Expert Press.

Pelham, A.M. (2010). The impact of salesperson perception of firm market orientation on behaviors and consulting effectiveness. *Journal of Business-to-Business Marketing*, 17(2), 1-28.

Marketing: Subsistence Consumer Merchants

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