

Williams College of Business

ACCOUNTING AND INFORMATION SYSTEMS

REFEREED PUBLICATIONS

- Allen, J. & Surdick, J.** (2001). Graphical transaction model for deferred tax analysis and accounting. The CPA Journal, 71(8), 42-45.
- Devine, K. & O’Clock, P.** (2003). The role of strategy and culture in the performance evaluation of international strategic business units. Management Accounting Quarterly, 4(2), 18-26.
- Devine, K., O’Clock, P., & Foist, B.,** (2001). The effect of plant expansion on product sourcing at A&D, Inc. Journal of Accounting Case Research, 6(2).
- Devine, K., Rooney, C., & Lyons, D.** (2001). The Procter and Gamble Company: Allocation of research and development costs. Journal of Accounting Case Research, 6(1), 81-89.
- Devine, K., O’Clock, P., & Lyons D.** (2000). Health care financial management in a changing environment. Journal of Business Research, 48(3), 183-191.
- Devine, K., O’Clock, P., & Rooney C.** (2000). Implications of culture on the development of control systems. The Ohio CPA Journal, 59, 37-41.
- Fiorelli, P.** (2002). Internal auditors as allies in compliance. Compliance Today, 4.
- Hughes, C. & Fiorelli, P.** (2002). 7 Steps to Health-care compliance. Internal Auditor.
- Fiorelli, P., & Muntek, M.** (2001). The coalition for ethical initiatives: Renewed advocacy for employee confidentiality and self-evaluative privilege. The Procurement Lawyer, 36.
- Fiorelli, P., & Hughes, C.** (2001). Internal control: a comparison between the HHS OIG Guidelines and COSO. Internal Auditor.
- Fiorelli, P.** (1999). COSO control standard make internal auditors natural allies in compliance and ethics efforts. Prevention of Corporate Liability (BNA), 7(9).
- Fiorelli, P.** (1999). Internal auditors as allies in compliance. Ethikos and Corporate Conduct Quarterly, 4, 7.
- Fiorelli, P.** (1999). The role of internal audit: COSO control standards make internal auditors natural allies in compliance and ethics efforts. Prevention of Corporate Liability, 7.

- O’Clock, P., & Devine, K.** (1999). A simulation comparing arm’s length versus apportionment income for multinational corporations. Advances in International Accounting.
- O’Reilly, D., Reisch, J., & Velury, V.** (2003). Corporate governance and the selection of industry specialist auditors. Review of Quantitative Finance and Accounting, 21(1).
- O’Reilly, D. & Reisch, J.** (2002). Industry specialization by auditors: what have we learned from academic research. Ohio CPA Journal.
- O’Reilly, D., & Velury, U.** (2001). Six things accountants should know about mentoring. The Arizona Society of CPAs Newsledger.
- O’Reilly, D., & Velury, U.** (2001). Mentoring: Converting new employees to team members. The Tennessee CPA Journal.
- O’Reilly, D.** (2001). The mentoring of employees: Is your organization taking advantage of this professional development tool? The Ohio CPA Journal.
- Surdick, J.** (2002). Measuring financial performance with interperiod equity. Journal of Government Financial Management.

BOOKS

- VanDerbeck, E.** (2001). Study Guide to Accompany Principles of Cost Accounting. (12th ed.), Cincinnati, OH: South-Western Publishing Company.
- VanDerbeck, E.** (2001). Test Bank to Accompany Principles of Cost Accounting. (12th ed.), Cincinnati, OH: South-Western Publishing Company.
- VanDerbeck, E.** (2000). Principles of Cost Accounting (12th ed.), Cincinnati, OH: South-Western College Publishing Company.

PRESENTATIONS AT ACADEMIC CONFERENCES

- Allen, J., & Bycio, P.** (2000). A critical incidents approach to outcomes assessment. Paper presented at the Academy of Management Meeting, Toronto, Canada.
- Devine, K., O’Clock, P., & Seaton, L.** (2001). Estimating the impact of formula apportionment on the allocation of worldwide income and the potential for double taxation. Paper presented at the American Accounting Association Meeting, Atlanta, GA.

- Devine, K., O’Clock, P., & Seaton, L. (2001).** Estimating the effect of adopting apportionment allocation of MNC’s worldwide income. Paper presented at the Decision Sciences Institute National Meeting, Orlando, FL.
- Fiorelli, P., Desio, P., & Murphy, J. (2002).** Resolution and report: Employee confidentiality and non-retributory reporting systems. Paper presented at the Ethics Resource Center Fellows Program.
- Fiorelli, P. (2002).** How to make your internal auditors an ally for compliance and Shaping tomorrow’s debate: ethics, compliance and the organizational sentencing guidelines. Paper presented at the United States Sentencing Commission and the Ethics Officer Association, Atlanta, GA.
- Fiorelli, P. (2001).** COSO and the organizational sentencing guidelines. Paper presented at the Association of Certified Fraud Examiners, New York, NY.
- Fiorelli, P. (2001).** Basic organizational guidelines training. Paper presented at the National Federal Sentencing Guidelines Seminar, co-sponsored by the Federal Bar Association and the United States Sentencing Commission, Clearwater, FL.
- Fiorelli, P. (2001).** Spend a year in Washington, D.C. and change your professional life: the Judicial Fellows Program. Paper presented at the Academy of Legal Studies in Business, Baltimore, MD.
- Fiorelli, P. (1999).** How to make your internal auditors an ally for compliance. Shaping tomorrow’s debate: Ethics, compliance and the organizational sentencing guidelines. Paper presented at the United States Sentencing Commission and the Ethics Officer Association, Atlanta, GA.
- Fiorelli, P. (1999).** How to make your internal auditors an ally for compliance. Shaping tomorrow’s debate: Ethics, compliance and the organizational sentencing guidelines. Paper presented at the United States Sentencing Commission and the Ethics Officer Association, San Francisco, CA.
- Fiorelli, P. & Desio, P. (1999).** Employee confidentiality within organizations. Paper presented at the Association of Professional and Practical Ethics, Washington, DC.
- Fiorelli, P. (1999).** Internal auditors as allies in compliance. Paper presented at the Institute of Internal Auditors, Peoria, IL.
- Fiorelli, P., Desio, P., Johnson, K., Murphy, J., & Wratney, G. (1999).** Resolution and report: Employee confidentiality and non-retributory reporting systems. Paper presented at the Ethics Resource Center Fellows Program, Landsdowne, VA.

- Fiorelli, P.** (1999). An analysis of GAO report entitled Early evidence of compliance program effectiveness is inconclusive. Paper presented at the Healthcare Best Compliance Practices Forum II, Durham, NC.
- Fiorelli, P., Desio, P., Block, K. Murphy, J., & Wratney, G.** (1999). Employee confidentiality and non-retributory reporting systems. Paper presented at the Defense Industry Initiative, Washington, DC.
- Fiorelli, P.** (1999). Fine reductions through effective ethics programs. Paper presented at the Corporate Values Breakfast Series, Loyola University, Chicago, IL.
- Fiorelli, P.** (1999). Employee confidentiality and non-retributory reporting systems and Implementing an effective program: the role of internal audit. Paper presented at the Ethics Officer Association, Washington, D.C.
- Fiorelli, P.** (1999). Potential personal liability for directors and officers: What every business person should know about the Federal sentencing guidelines and COSO. Paper presented at the Institute of Internal Auditors, Houston, TX.
- Fiorelli, P.** (1999). The regulatory environment – where we’ve been, where we’re going and Implementing an effective program – role of internal audit. Paper presented at the Ethics Officer Association and the US Sentencing Commission Regional Workshop, San Francisco, CA.
- Fiorelli, P.** (1999). Fine reductions through effective ethics programs. Paper presented at the Association of Corporate Secretaries, Green Lakes, WI.
- O’Reilly, D., Letch, R., & Waddell, D.** (2001). Range-frequency contrast and assimilation effects on auditors’ assessments of loan quality. Paper presented at the American Accounting Association Annual Meeting, Atlanta, GA.
- O’Reilly, D., Reich, J. & Velar** (2001). Corporate governance and the selection of industry specialist auditors. Paper presented at the AAA Southeastern Regional Meeting, Atlanta, GA.
- O’Reilly, D., Leitch, R., & Tuttle, B.** (2001). An empirical test of the insurance hypothesis in auditing. Paper presented at the AAA Auditing Mid-Year Meeting, Houston, TX.

OTHER

- Fiorelli, P.** (1999). Employee confidentiality and non-retributory reporting systems and implementing an effective program: The role of internal audit. Paper presented at the Ethics Officer Association, Washington, DC.
- Fiorelli, P.** (1999). Fine reductions through effective ethics program. Paper presented at the Loyola University, Chicago Corporate Values Breakfast Series, Chicago, IL.
- Fiorelli, P., Desio, P., & Murphy, J.** (1999) Resolution and report: Employee confidentiality and non-retributory reporting systems. Ethics Resource Center Fellows Program.
- Fiorelli, P.** Staff editor, Journal of Legal Studies Education; Staff editor, Midwest Law Review.
- O'Reilly, D.** (2001). [Review of Wittenberg and Schreiber's Auditing: Concepts for a Changing Environment.] Issues in Accounting Education, 512.
- Surdick, J.** (2001) [Manuscript Review of Cooper and Kaplan's The Design of Cost Management Systems: Text and Cases. Issues in Accounting Education.
- Surdick, J.** (2000). [Book Review of The design of cost management systems: Text and cases.] Issues in Accounting Education, 14(4), 730-731.
- VanDerbeck, E.** (1999). Study Guide for Cost Accounting: Planning and Control (12th ed.), Dame Publications Inc., Dallas, TX.

ECONOMICS AND HUMAN RESOURCES

REFEREED PUBLICATIONS

- Bertaux, N., & Rashed, J.** (2002). Gender and information technology. Global Business and Economic Review.
- Bertaux, N., & Queneau, H.** (2002). The social economics of job security. Forum for Social Economics, 32(1), 1-19.
- Bertaux, N., & Anderson, C.** (2002). Poor men but hard-working fathers: the Cincinnati orphan asylum and parental roles in the nineteenth-century working class. Ohio History, 3, 145,
- Bertaux, N., & Rashed, J.** (2001). Information technology and less developed countries. Global Business and Economics Review.
- Bertaux, N., & Anderson, C.** (2001). An emerging tradition of educational excellence: African-American women in college and the professions, 1920-1950. Equity and Excellence in Education.
- Blackwell, M., Johnson, R.S. & Pawlukiewicz, J.** (2001). Skewness-adjusted binomial model for pricing debt claims. Journal of Research in Finance.
- Blackwell, M., Cobb, S., & Weinberg, D.** (2001). The economic impact of educational institutions: issues and methodology. Economic Development Quarterly.
- Cichello, P., & Fields, G., & Leibbrandt, M.** (2001). Are African workers getting ahead in the new South Africa? Evidence from KwaZulu-Natal, 1993-98. Social Dynamics, 27(1).
- Donnelly, L.** (2001). Case 115LA840. Labor Relations Reporter. Bureau of National Affairs.
- Donnelly, L.** (2000). Arbitration Case 111LA205. Labor Arbitration Reports, Bureau of National Affairs.
- Donnelly, L.** (1999). Aurora Casket 111LA205-210. Labor Arbitration Reports, Bureau of National Affairs, Spring.
- Gunnarsson, C., Clark, T., Skeldon, K. & Amshoff, H.** (2002). The impact of profitability, solvability, and degree of fine on the persuasiveness of environmental assessment reports. The Journal of Business Communication, 39(2), 169-192.

- Gunnarsson, C.** (2001). Development and assessment of students' attitudes and achievement in a business statistics course taught online. IMEJ of Computer-Enhanced Learning.
- Marmo, M. & Queneau, H.** (2003). Work-family benefits: what women want and negotiators should know. Journal of Collective Negotiations in the Public Sector, 30(2), 183-197.
- Marmo, M. & Queneau, H.** (2002). Sexual harassment in an increasingly diverse workforce: implications for management. Business Forum.
- Marmo, M. & Queneau, H.** (2002). Work-family benefits: what women want and negotiators should know. Journal of Collective Negotiations in the Public Sector.
- Marmo, M. & Queneau, H.** (2001). Sexual harassment: different standards for different racial and ethnic groups? Journal of Individual Employment Rights, 9(4), 309-321.
- Marmo, M., & Queneau, H.** (2000). Sex harassment--does race matter? Journal of Employment Discrimination Law, Winter, 124-134.
- Marmo, M., & Queneau, H.** (2000). Tensions between employment & pregnancy: A workable balance. Family Relations, 50(1), 59-66.
- Marmo, M.** (1999). Acceptability as a factor in grievance arbitration. Labor Law Journal.
- Queneau, H. & Zoogah, B.** (2002). Preference discrimination and faculty diversity. Social Science Journal, 39(3), 483-488.
- Rashed, J. & Bertaux, N.** (2001). Information technology and less developed countries. Global Business and Economics Review.
- Rashed, J.** (2001). The multinational enterprise and the discriminatory labor requirements in developing countries. Al-Zaytoonah Journal of Scientific Studies and Research.
- Rashed, J.** (1999). Wage stagnation, stock market, and the productivity gap. Business Research Yearbook-Global Business Perspectives, 6, 138-142.
- Sen, A.** (2002). On unit root tests when the alternative is a trend-break stationary process. Journal of Business and Economic Statistics.
- Sen, A.** (2001). Behavior of Dickey-Fuller F-Tests under the trend stationary alternative that allows for a break. Statistics & Probability Letters, 55, 257-268.

Sen, A., Gelles, G.M. & Johnson, W.D. (2000). A further examination regarding the stability of the net discount rate. Journal of Forensic Economics, 13, 23-28.

Wilson, B., Ziliak, J., & Stone, J. (1999). Spatial dynamics and heterogeneity in the cyclical of real wages. The Review of Economics and Statistics, 5, 99.

BOOKS

Bertaux, N. (2000). Valuing diversity? Women in the U.S. workforce today. In G. Dawson, S. Hatt, L. Watson-Brown, A. Baxter, and N. Bertaux (Eds.), Market, State and Feminism: The Economics of Feminist Policy. Edward Elgar Press.

Wilson, B., & Frew, J. (2000). Transportation routes, apartment rents and the assessment of value. In J.R. DeLisle & E.M. Worzala (Eds.), Essays in Honor of James A. Graaskamp: Ten Years After, American Real Estate Society (pp. 213-228). Boston: Kluwer Academic Publishers.

PRESENTATIONS AT ACADEMIC CONFERENCES

Bertaux, N. & Rashed, J. (2001). Information technology and less developed countries. Paper presented at the Business and Economic Society International Conference, Paris, France.

Bertaux, N., & Kirkwood, L. (2001). E.F. Schumaker and economic growth: an assessment. Paper presented at the Business and Economic Society International Conference, Paris, France.

Blackwell, M., Johnson, R.S. & Pawlukiewicz, J. (2001). Skewness-adjusted binomial model for pricing debt claims. Paper presented at the Eastern Finance Association, Charleston, SC.

Blackwell, M. (2001). An investigation into the impact of monetary policy on the level and variability of exchange rates. Paper presented at the Eastern Economic Association, New York, NY.

Blackwell, M., Cobb, S., & Weinberg, D. (1999). The economic impact of educational institutions: Issues and methodology. Paper presented at the Midwest Economics Association, Nashville, TN.

- Cichello, P.** (2000). Which African workers got ahead and by how much? The story of KwaZulu-Natal, 1993-98. Paper presented at the Trade and Industrial Policy Secretariat (TIPS) Conference on Paths to Growth and Employment in South Africa. Johannesburg, South Africa.
- Cichello, P.** (2000). Employment and earnings dynamics for Africans in post-apartheid KwaZulu-Natal. Paper presented at the Development Policy Research Institute (DPRU) Conference on Labour Markets and Poverty in South Africa, Johannesburg, South Africa.
- Gunnarsson, C., & Queneau, H.** (2001). Faculty diversity in historically black institutions: an explanatory analysis. Paper presented at the Meeting on Socio-Economics, Amsterdam, Netherlands.
- Gunnarsson, C.** (2001). Development and assessment of a graduate level statistics course on line. Paper presented at the Ed Media 2001 World Conference, Tampere, Finland.
- Gunnarsson, C.** (1999). Collaborative learning in an online human learning course. Paper presented at the WebNet99 Conference, Honolulu, HA.
- Johnson, R.S., & Blackwell, M.** (2000). A skewness-adjusted option pricing model for pricing debt securities. Paper presented at the Southwest Finance Association, San Antonio, TX.
- Marmo, M., & Queneau, H.** (2001). Work/family issues in Japanese transplant and U.S. companies. Paper presented at the Meeting on Socio-Economics, Amsterdam, Netherlands.
- Queneau, H.** (2001). Work/family issues in Japanese transplant and U.S. companies. Paper presented at the Meeting on Socio-Economics, Amsterdam, Netherlands.
- Queneau, H., & Gunnarsson, C.** (2001). Faculty diversity in historically black institutions: an explanatory analysis. Paper presented at the Meeting on Socio-Economics, Amsterdam, Netherlands.
- Queneau, H.** (2001). Atculer vie familiale et vie professionnelle: l'exemple de la France. Paper presented at the Meeting on Socio-Economics, Amsterdam, Netherlands.
- Queneau, H., & Rossa, B.** (2000). Impatience, hierarchical structure, and frequency of promotions. Paper presented at the Eastern Economic Association, Crystal City, VA.
- Queneau, H., & Zoogah, B.** (2000). Understanding discrimination in the academic labor market. Paper presented at the Eastern Economic Association, Crystal City, VA.

- Queneau, H.** (1999). Organizational structure, human resource allocation, and labor market conditions. Paper presented at the Midwest Economics Association, Nashville, TN.
- Queneau, H., & Blanchard, M.** (1999). Short termism, human resource investment, and worker involvement. Paper presented at the Southern Economic Association, New Orleans, LA.
- Queneau, H.** (1999). Uncertainty, firms' time horizons and profit over time. Paper presented at the Western Economics Association, San Diego, CA.
- Rashed, J., & Samanta, S.K.** (2002). Exchange rate uncertainty and foreign trade for a developing country...the case of Jordan. Paper presented at the Business and Economics Society International Meeting, Montreal, Canada.
- Rashed, J., & Bertaux, N.** (2002). Gender, IT and less developed countries. Paper presented at the Global Business and Technology Association International Conference, Rome, Italy.
- Rashed, J., & Bertaux, N.** (2002). Gender and information technology. Paper presented at the Business and Economics Society International Meeting, Montreal, Canada.
- Rashed, J., & Bertaux, N.** (2001). Information technology and less developed countries. Paper presented at the Business and Economic Society International Conference, Paris, France.
- Rashed, J.** (2001). Productivity and recent stock price increases: An empirical analysis. Paper presented at the Eastern Economic Association, New York, NY.
- Rashed, J.** (2001). Information Technology and Economic development in the Middle East. Paper presented at the Business Conference of Al-Zaytoonah University in Amman-Jordan.
- Rashed, J.** (2000). The multinational enterprise and the discriminatory labor requirements in the developing nations. Paper presented at the Eastern Economic Association, Crystal City, VA.
- Rashed, J.** (1999). Wage stagnation, stock markets and the productivity gap. Paper presented at the International Academy of Business Discipline, Chicago, IL.
- Sen, A.** (2002). Aspects of the unit-root testing methodology with application to real per capita GDP of 18 OECD countries. Paper presented at the Missouri Economic Conference, University of Missouri-Columbia, Columbia, MO.

Sen, A. (2001). On unit root tests when the alternative is a trend-break stationary process. Paper presented at the Statistical Meetings, Atlanta, GA.

Zimmerman, R.O., Gunnarsson, C., & Shockley, S. (2001). Assessing the Impact of Time on Participants in Executive MBA Overseas Study Tours. Paper presented at the Western Economic Association International, San Francisco, CA.

Zimmerman, R., & Schertzer, C. (2000). Executive MBA international experience trip: Knowledge shifts from experiential learning. Paper presented at Thunderbird-EMU 2000 Conference on Language, Communication & Global Management, Scottsdale, AZ.

Zimmerman, R., Roehrig, M., & Shanoy D. (1999). The effects of 'the Asian financial crisis' on the foreign multinational corporation in Asia. Paper presented at the Ohio Association of Economists and Political Scientists.

PROCEEDINGS

Gunnarsson, C. (2001). Development and assessment of a graduate level statistics course online. Proceedings of the ED-MEDIA 2001 World Conference on Educational Multimedia, Hypermedia & Telecommunications, Tampere, Finland.

Rashed, J. & Samanta, S.K. (2002). Are tariffs inflationary? An empirical examination. Proceedings of the Eastern Economic Association Conference, Boston, MA.

Sen, A. (2001). Performance of unit-root tests when 'form of break' is misspecified under the alternative. Proceedings of the Business and Economic Section, American Statistical Association, Arlington, VA.

OTHER

Bertaux, N. (2000). The rise of the college-educated elite in the African-American community 1920-1950. Occasional Papers of Xavier University 1998-1999. Xavier University, Cincinnati, OH.

Donnelly, L. (2000). Arbitration case 111LA205. Labor Arbitration Reports, Bureau of National Affairs.

Donnelly, L. (2000). Arbitration case 114LA1316 and arbitration case 114LA1110. Labor Relations Reporter, Bureau of National Affairs.

Donnelly, L. (2000). J00-1ARBTT3367 and J00-1ARBTT3411. The Labor Arbitration Awards, Commerce Clearing House.

Wilson, B., Cobb, S., & Economics Club (2000). An economic impact study for the Flying Pig Marathon, Cincinnati, OH.

INFORMATION SYSTEMS

ARTICLES

- Okunoye, A.** (2003). Large scale sustainable information systems development in developing country: The making of an Islamic banking package. Analysis of Cases on Information Technology, 5, 168-183.
- Okunoye, A. & Karsten, H.** (2003). Access to knowledge in research: Findings from organization in sub-Saharan Africa. Information, Technology and People, 16(3).
- Okunoye, A.** (2003). Organizational information technology infrastructure in developing countries: A comparative analysis of national versus international organizations in sub-Saharan Africa. Journal of Information Technology and Applications, 5(2).
- Okunoye, A. & Karsten, H.** (2002). Where the global needs the local: variation in enablers in the knowledge management process. Journal of Global Information Technology Management, 5(3), 12-31.
- Holsapple, C.W. & **Sena, M.** (2002). Beyond transactions: The decision-support benefits of enterprise systems. Journal of Decision Systems, 10(1).
- Sena, M., Lederer, A., Maupin, D., & Zhuang, Y.** (2001). The technology acceptance model and the World Wide Web. Decision Support Systems, 29(3), 269-282.
- Sena, M. & Holsapple, C. W.** (2001). The decision-support characteristics of ERP systems. International Journal of Human-Computer Interaction, 16(1).
- Holsapple, C.W. & **Sena, M.** (2000). Organized knowledge sharing with book centered web sites: An architecture, implementation and analysis. Information Technology and Management, Spring 2000.
- Tesch, D., Jiang, M.M., & Klein, G.** (2003). The impact of information system personnel skill discrepancies on stakeholder satisfaction. Decision Sciences.
- Tesch, D., Klein, G., Jiang, J., & Chen, H.** (2001). Information systems service quality: a perception gap between users and providers. Communications of the ACM.
- Tesch, D., Klein, G., & Jiang, J.** (2000). Wanted: project teams with a blend of system analyst orientations. Communications of the ACM.

BOOK CHAPTER

Sena, M. (2001). Enterprise Computing. The Encyclopedia of Information Systems. Academic Press.

PROCEEDINGS

Tesch, D., Braun, G. & Skeldon, J. (2001). MIS curriculum evaluation: A methodology for ongoing web-based alumni assessment. Proceedings of ISECON 2000, Philadelphia, PA.

Tesch, D., & Kloppenberg, T. (2000). Forty years of project management research: Trends, interpretations and predictions. Proceedings of the PMI Research Conference. Paris, France.

PRESENTATIONS

Braun, G., & Crable, E. (2000). MBA student perceptions of an electronic classroom experience. Paper presented at the International Business School Computing Conference, Erie, PA.

Braun, G., & Crable, E. (1999). Student perceptions of the paperless classroom. Paper presented at the International Business School Computing Association Conferenc, Atlanta, GA.

Crable, E., Brodzinski, J., & Hornik, S. (2001). A comparison of student performance and preference in a traditional vs. an online MBA course. Paper presented at the Decisions Sciences Institute Meeting, San Francisco, CA.

Hornik, S., & Cagle, J. (2000). Teaching with technology: Lessons learned. Paper presented at the Stop Surfing/Start Teaching Conference, University of South Carolina, Charleston, SC.

Sena, M. (2002). Beyond ERP: packaged business software to enhance organizational decision making. Paper presented at IS One World Conference, Las Vegas, NV.

Sena, M., & Holsapple, C. W. (2000). Examining the decision-support capabilities of enterprise systems. Paper presented at the Decision Sciences Institute Meeting, Orlando, FL.

FINANCE

REFEREED PUBLICATIONS

- Cagle, J., & Hornik, S.** (2001). Xavier University's G.E. technology faculty workshops: an education industry partnership. Technological Horizons in Education, 29(3), 92.
- Johnson, R.S.,** Gander, M., & Zuber, R. (2003). Mortgage-backed securities: a synopsis. International Review of Economics and Business.
- Johnson, R.S.,** Gander, M., Zumber, R., & Dares, W. (2002). Re-examining the betting market on major league baseball games: is there a reverse favorite-longshot bias? Applied Economics.
- Johnson, R.S.,** Zuber, R., & Gandar, J. (2001). Binomial interest rate trees: a synopsis of uses and estimation approaches. Journal of Financial Education.
- Johnson, R.S.,** Zuber, R., & Gandar, J. (2001). Searching for the favorite-longshot bias down under: an examination of the New Zealand pari-mutuel betting market. Applied Economics, 33(13), 1621-1629.
- Johnson, R.S., Pawlukiewicz, J., & Blackwell, M.** (2001). Skewness-adjusted binomial model for pricing debt claims. Journal of Research in Finance.
- Johnson, R.S., & Pawlukiewicz, J.** (2000). Derivation of the up and down Parameters. Journal of Financial Education.
- Johnson, R.S., & Pawlukiewicz, J., & Flaspohler, D.** (2000). Skewness-adjusted binomial pricing model: the relevance of the mean. International Review of Economics and Business.
- Pawlukiewicz, J.E., & Lee, S.** (2000). Poison pills: 1980s versus 1990s. American Business Review, 18(1), 28-31.
- Pawlukiewicz, J.E., Cagle, J.A., & Webb, S.** (2000). The temporal behavior of risk and required return following leverage-changing transactions. Journal of Financial and Strategic Decisions, 13(1).
- Webb, S. & Filbeck, G.** (2002). Information asymmetries, managerial ownership, and the impact of layoff announcements on shareholder wealth. Quarterly Journal of Accounting and Finance Research.
- Webb, S. & Filbeck, G.** (2000). Executive MBA education: using learning styles for successful teaching strategies. Financial Practice and Education, 10(1), 205-215.

BOOK CHAPTER

Cagle, J., Bycio, P., Clark, T., Kloppenborg, T., Cunningham, M., Surdick, J., Tadepalli, R., Tesch, D., Opfer, W., Finch, M., Gallagher, J.M., Petrick, J., Sampat, R., & Shami, M. (2001). Forty years of project management research: trends, interpretations, and predictions in The Frontiers of Project Management Research.

PRESENTATIONS AT ACADEMIC CONFERENCES

Cagle, J., & Kilbourne, L. (2000). Benefits of co-op education programs: a case study. Academy of Business Paper presented at the Education Meeting, Bermuda.

Cagle, J., & Hornik, S. (2000). Teaching with technology: Lessons learned from two experiences in a small liberal arts university. Paper presented at the Stop Surfing-Start Teaching Conference, University of South Carolina, Charleston, SC.

Cagle, J., & Kilbourne, L. (2000). The benefits of cooperative education programs: A case study. Paper presented at the Academy of Business, Bermuda.

Glasgo, P., Cagle, J., Pawlukiewicz, J.E., & Webb, S. (2000). Technology in the classroom: From e-mail to distance education. Paper presented at Midwest Finance Association, Chicago, IL.

Johnson, R.S., Pawlukiewicz, J., & Blackwell, M. (2001). Skewness-adjusted binomial model for pricing debt claims. Paper presented at the Eastern Finance Association, Charleston, SC.

Johnson, R.S., Pawlukiewicz, J., & Blackwell, M. (2000). A skewness-adjusted option pricing model for pricing debt securities. Paper presented at the Southwest Finance Association, San Antonio, TX.

Johnson, R.S., Pawlukiewicz, J., & Flaspohler, D. (1999). Skewness-adjusted binomial models for pricing options and debt claims. Paper presented at the Eastern Finance Association, Miami, FL.

Pawlukiewicz, J., Filbeck, G., & Lee, S. (1999). Valuation and board size: Further evidence on firm size effects. Paper presented at the Midwest Finance Association, Nashville, TN.

Pawlukiewicz, J., & Filbeck, G., & Lee, S. (1999). Board size and profitability: An analysis of small U.S. firms. Paper presented at the Northeast Decision Sciences Association, Boston, MA.

Webb, S., & Filbeck, G. (1999). The impact of managerial ownership on layoff announcements. Paper presented at the Southern Finance Association, Key West, FL.

PROCEEDINGS

Pawlukiewicz, J., Filbeck, G., & Lee, S. (1999). Board size and profitability: An analysis of small U.S. firms. Northeast Decision Sciences Association Proceedings.

OTHER

Webb, S. (1999). Chaired the session, Exchange Rate Exposure. Southern Finance Association.

MANAGEMENT AND ENTREPRENEURSHIP

REFEREED PUBLICATIONS

- Petrick, R., Scherer, R., **Brodzinski, J.D.**, Quinn, J., & Ainina, M. (1999). Global leadership skills and reputational capital: Intangible resources for sustainable competitive advantage. The Academy of Management Executive, 13(1), 58-69.
- Bycio, P.** & Zoogah, D. (2001). Exercise order and assessment center performance. Journal of Occupational and Organizational Psychology, 75(1), 109-114.
- Clark, T., Human, S.**, Amshoff, H., & Sigg M. (2001). Getting up to speed on the information communication highway: integrating web-based resources into business communication pedagogy. Business Communication Quarterly 64 (1), 38-64.
- Clark, T., Gunnarsson, C.**, Skeldon, K., & Amshoff, H. (2002). The impact of profitability, solvability, and degree of fine on the persuasiveness of environmental assessment reports. The Journal of Business Communication, 39(2), 169-192.
- Clark, T.** (1999). Sharing the importance of attentive listening skills. Journal of Management Education, 23(2), 217-224.
- Cunningham, M.** (1999). Long-Stanton manufacturing. The International Journal of Case Studies and Research.
- Cunningham, M.** (1999). Comparison of alternate team teaching models. International Journal of Business Disciplines.
- Human, S.** (2000). Lessons learned among a longitudinal examination of strategic network structures and outcomes. Advances in Business Disciplines.
- Human, S., & Provan, K.G.** (2000). Legitimacy building in the evolution of small-firm multilateral networks: A comparative study of success and demise. Administrative Science Quarterly, 45(2), 327-365.
- Human, S., Kilbourne, L., Clark, T., Shriberg, A., & Cunningham, W.** (1999). Using web enhanced instruction in an interpersonal skills course. Journal of Management Education 23(5), 584-606.
- Kilbourne, L., & Cagle, J.** (2000). Benefits of co-op education programs: a case study. Academy of Business Education Meeting, Bermuda.

- Kloppenborg, T., & Opfer, W.** (2002). The current state of project management research; trends, interpretations, and predictions. Project Management Journal, *33*(2), 5-18
- Kloppenborg, T., Bycio, P., Clark, T., Cunningham, M., Cagle, J., Surdick, J., Tadepalli, R., Tesch, D., Opfer, W., Finch, M., Gallagher, J.M., Petrick, J., Sampat, R., & Shami, M.,** (2001). Forty years of project management research: trends, interpretations, and predictions. The Frontiers of Project Management Research.
- Kloppenborg, T.J., & Petrick, J.A.** (1999). Meeting management and group character development. Journal of Managerial Issues, *11*(2), 166-179.
- Kloppenborg, T.J., & Petrick, J.A.** (1999). Leadership in project life cycles and team character development. Project Management Journal, *30*(2), 8-13.
- Kloppenborg, T.J.** (1999). The ten commandments of assessing project management maturity. PM Network *13*(11), 64-66.
- Krishnan, H. & Park, D.** (2003). Power in acquired top management teams and post-acquisition performance: A conceptual framework. International Journal of Management, *20*(1), 75-80.
- Krishnan, H., & Krishnan, R.** (2001). Effects of hospital mergers and acquisitions on prices. Journal of Business Research.
- Krishnan, H., & Park, D.** (2001). The impact of work force reduction on subsequent performance in major mergers and acquisitions. Journal of Business Research.
- Krishnan, H., & Park, D.** (2001). The impact of top management team characteristics on corporate refocusing in U.S. firms. Global Business and Finance Review, *6*(2).
- Park, D., & Krishnan, H.** (2001). Supplier selection practices in the United States: testing three models. Journal of Small Business Management, *39*(3), 259-271.
- Park, D., & Krishnan, H.** (2001). Understanding supplier selection differences between U.S. and Korean executives. Thunderbird International Business Review, *43*(2), 243-255.
- Park, D.** (2000). Understanding the stability-change paradox: insights from the evolutionary, adaptation, and institutionalization perspectives. International Journal of Management.
- Park, D.** (2000). Information Technology characteristics and changes in corporate strategy and structure: a conceptual model. International Journal of Management.

BOOKS

Clark, T. (2000). Career strategies. Cincinnati, OH: South Western College Publishing,

Kloppenborg, T. & Petrick, J. (2001). Managing Project Quality. Management Concepts Inc.

Shriberg, A., (2001). Practicing Leadership: Principles and Practices, 2nd ed., Wiley and Co.

BOOK CHAPTER

Kloppenborg, T., Bycio, P., Clark, T., Cunningham, M., Cagle, J., Surdick, J., Tadepalli, R. Tesch, D., Opfer, W., **Finch, M.,** Gallagher, J.M., Petrick, J., Sampat, R., & Shami M., (2001). Forty years of project management research: trends, interpretations, and predictions in The Frontiers of Project Management Research.

Kloppenborg, T. & Mantel, S. (2001). Project management. The Concise International Encyclopedia of Business and Management. 2nd ed., Thompson Press, London.

Provan, K., & Human S., (1999). Organizational learning and the role of the network broker in small-firm manufacturing networks. In A. Grandori (ed.), Interfirm networks: Organization and industrial competitiveness. (pp. 185-207). New York, NY: Routledge Publishing.

PRESENTATIONS AT ACADEMIC CONFERENCES

Baucus, M., Cochran, P.L., Comstock, T., & Kane, J. (2002). Agents, owners and stakeholders: lack of diversification in managerial compensation. Paper presented at the Academy of Management.

Baucus, M., Cochran, P., & Kane, J. (2001). Executive stock options and stakeholder relationships. Paper presented at the International Association for Business & Society, Sedona, AZ.

Baucus, M. & Beck-Dudley, C.L. (2000). Creating ethical organizations. Paper presented at the International Association for Business and Society, Essex, VT.

- Bycio, P., & Allen, J.** (2000). A critical incidents approach to outcomes assessment. Paper presented at the Academy of Management Meetings, Toronto, Canada.
- Clark, T., Human, S., Amshoff, H., & Sigg, M.** (2001). Using web-enhanced instruction in a managerial communications course. Paper presented at the Association for Business Communication Joint Conference for the Southeast, Eastern, and Canadian Regions.
- Clark, T., Human, S., & Sigg, M.** (2001). Impact of course technologies on entrepreneurship education and on student learning. Paper presented at the USASBE/SBIDA Joint Annual National Conference, Orlando, FL.
- Clark, T., & Human, S.,** (2001). Using web-based diagnostic self-assessment instruments in a business school curriculum. Paper presented at the National Business and Economics Society meeting, San Juan, Puerto Rico.
- Clark, T., & Amshoff, H.** (2001). Analyzing the impact of degree of threat on corporate decision making: A study of threats in environmental self-assessments. Paper presented at the National Business and Economics Society, San Juan, Puerto Rico.
- Clark, T., & Human, S.** (2000). Using web-enhanced instruction in a managerial communications course. Paper presented at the Southern/Eastern/Canadian Association of Business Communicators, Nashville, TN.
- Clark T.** (1999). Communication skills for rehabilitation managers. Paper presented at the Ohio Rehabilitation Association, Akron, OH.
- Clark, T. & Amshoff, H.** (1999). Negative communication in environmental assessment reports. Paper presented at the Association of Business Communication, Los Angeles, CA.
- Cunningham, M.** (1999). Experimental exercises for the undergraduate operations management course. Paper presented at the Decision Sciences Institute, New Orleans, LA.
- Human, S., & Clark, T.,** (2001). Using web-based diagnostic self-assessment instruments in a business school curriculum. Paper presented at the National Business and economics Society, San Juan, Puerto Rico.
- Human, S., & Clark, T.** (2000). Identifying prime opportunities: A framework for evaluating venture opportunities. Paper presented at the USASBE/SBIDA Meeting, San Antonio, TX.

- Human, S. & Provan, K.** (2000). The U.S. SME network experience: The role of entrepreneur in network legitimacy building, resource acquisition and persistence. Paper presented at the Academy of Management Meeting, Toronto, Canada.
- Human, S., & Provan, K.** (2000). A conceptual model of legitimacy building in organizational networks. Paper presented at the Academy of Management Meeting, Toronto, Canada.
- Human, S.,** Morris, M., Schindehutte, M., & Hawke, B. (2000). Network processes of South African township entrepreneurs: A relationship approach to entrepreneurial development. Paper presented at the Babson-Kauffman Conference, Columbia, SC
- Human, S.,** & Matthews, C. (2000). The little engine that could: Uncertainty and growth expectations of nascent entrepreneurs. Paper presented at the Babson-Kauffman Conference, Columbia, SC.
- Human, S.,** Matthews, C., **Provan, K.,** & Guy, S. (1999). Internal and external network persistence: Differentiating network demise from network failure. Paper presented at the Babson College-Kauffman Foundation Entrepreneurship Research Conference, Columbia, SC.
- Human S., & Clark, T.** (1999). Online self-assessment: Using web-enhanced instruction in a new venture creation course. Paper presented at the Small Business Institute Directors' Association Conference's IS/Internet Issues Track, San Francisco, CA.
- Cagle, J., & Kilbourne, L.** (2000). The benefits of co-operative education programs: A case study. Paper presented at the Academy of Business Education Meeting, Bermuda.
- Kilbourne, L.,** Miller, C.C., Cardinal, L.B., Wang, Y.D., & Glick, W.H. (1999). Early research success among graduates of organizational science doctoral programs: The influence of doctoral coursework standardization.
- Kloppenborg, T.,** Opfer, W.A., **Bycio, P., Clark, T., & Cunningham, M.,** (2000). Forty years of project management research: Trends, interpretations and predictions. Paper presented at the PMI Research Conference, Paris, France.
- Krishnan, H. & Park, D.** (2000). The influence of work force reduction on performance in U.S. based mergers and acquisitions. Paper presented at INFORMS-KORMS, Seoul, Korea.
- Krishnan, H., Park, D.,** & Miller, A. (2001). Workforce reduction and post-acquisition performance: the moderating impact of relatedness. Academy of Management Meetings, Washington, DC.

- Park, D.** (2000). Understanding supplier selection practices among small firms in Korea. Paper presented to INFORMS-KORMS, Seoul, Korea.
- Park, D., & Krishnan, H.** (2000). Understanding supplier selection practices: Differences between Japanese and Korean executives. Paper presented at Western Academy of Management International Conference.
- Shriberg, A.** (2001). Leveraging the potential of an increasingly diversified market. Paper presented at the Global HRM Conference, Barcelona, Spain.
- Shriberg, A.** (2001). Human differences do make a difference in the classroom. Paper presented at the International Conference on Teaching and Learning, Johannesburg South Africa.
- Shriberg, A.** (2001). New pedagogies for incorporating diversity in all business classes. Paper presented at the International Conference on Teaching and Learning, Johannesburg South Africa.
- Shriberg, A.** (2000). Understanding and enhancing human differences: A key to success for staff. Paper presented at the Seventh National Conference on Students in Transition,

PROCEEDINGS

- Baucus, M.** & Beck-Dudley, C.L. (2000). Designing ethical organizations. Proceedings of the International Association for Business and Society.
- Clark, T., & S. Human** (2000). Using web-enhanced instruction in a managerial communications course. Proceedings of the Southern/Eastern/Canadian Association of Business Communicators. Nashville, TN, March.
- Cunningham, M.** (1999). Experimental exercises for the undergraduate operations management course. Proceedings of the Decision Sciences Institute.
- Human, S., & Clark, T.** (1999). Online self-assessment: Using web-enhanced instruction in a new venture creation course. Proceedings of the Small Business Institute Directors' Association (SBIDA).
- Human, S., Matthews, C., Provan, K., & Guy, S.** (1999). Internal and external network persistence: Differentiating network demise from network failure. Proceedings of the Frontiers of Entrepreneurship Research.

- Kloppenborg, T., & Opfer, W. (2001).** A comparison of government and industry project management practices. Proceedings of the Project Management Institute Seminar Symposium.
- Kloppenborg, T., & Thariani, R. (2001).** Information systems and construction project management - similarities and differences. Proceedings of the Project Management Institute Seminar Symposium.
- Kloppenborg, T., & Petrick, J.A. (1999).** Project life cycles and group character development. Proceedings of the Project Management Institute Seminar Symposium.
- Kloppenborg, T., & Smith, S.M. (1999).** Identify improvement opportunities by assessing your project management maturity. Proceedings of the Project Management Institute Seminar Symposium.

OTHER

- Clark, T. (2000).** Video script, Networking your way to career success. South Western College Publishing, Cincinnati, OH.
- Clark, T. (1999).** Communication skills for rehabilitation managers. Paper presented at the Ohio Rehabilitation Association, Akron, OH.
- Kloppenborg, T., & Meyer, T.C. (1999).** A holistic approach to improvement projects. Poster presented at the Project Management Institute Seminar Symposium.

MARKETING

REFEREED PUBLICATIONS

- Ahuja, R., Tadepalli, R., & Walker, M.** (2001). Paternalism, limited paternalism, and the Pontius Pilate plight when researching children. Journal of Business Ethics, 32(1) 81-92.
- Ahuja, R.,** Capella, L., & Taylor, R. (1999). Child influences, attitudinal and behavioral comparisons between single parent and dual parent households in grocery shopping decisions. Journal of Marketing Theory and Practice, 6(1).
- Lundstrom, W. & **Schuster, C.** (2002). Public-private partnerships in international trade: A lobbying effort from passive to aggressive in the U.S. Journal of Public Policy, 3.
- Manolis, C. & Mel, P.** (2002). Consumer income and beliefs affecting happiness. International Quarterly Journal of Marketing, 2(1-4), 35-45.
- Manolis, C.,** Winsor, R.D. & Jagdish, N., (2002). Differentiating goods and services retailing using form and possession utilities. Journal of Business Research.
- Manolis, C. & Prince, M.** (2002). Personal income and beliefs affecting happiness. Advances in Quality of Life Theory and Research. Kluwer Academic Publishers, The Netherlands.
- Schuster, C.,** Lundstrom, W.J., & White, D.S. (2001). An assessment of international marketing education. Special Issues, Review of Business.
- Schuster, C. & Harris, P.** (2000). New insights into marketing. Cross-cultural and cross-national perspectives. International Business Press.
- Schuster, C.** (2000). Relationship marketing: Variations in form and substance around the world. International Journal of Customer Relationship Management, 3(1), 39-56.
- Schuster, C., & Copeland, M.** (1999). Global business exchanges: Similarities and differences around the world. Journal of International Marketing 7(2) 63-80.
- Tadepalli, R., & Moreno, A.** (2002). Measuring the efficiency of academic departments in a public university. Managerial and Decision Economics, 23, 385-397.

- Tadepalli, R., & Avila, R.** (1999). Market orientation and marketing strategy process. Journal of Marketing Theory and Practice 7(2) 69-83.
- Tadepalli, R., & Avila, R.** (1999). Supervisory antecedents to the customer orientation and job satisfaction of salespeople: an empirical investigation. Journal of Marketing Management.
- Tadepalli, R., & Moreno, A.** (1999). Do American and Mexican purchasing managers perceive ethical situations differently? An empirical investigation. Industrial Marketing Management 28(4) 369-380.
- Tadepalli, R., Avila, R., Baur, M., & Chapman, J.** (1999). Selling productivity and relationships. Journal of Business and Society.

BOOKS

- Hayes, T., Kotler, P., & Bloom, P.** (2001). Marketing Professional Services - forward thinking strategies for boosting your image and your profits. Upper Saddle River, NJ: Prentice-Hall.
- Schuster, C., & Harris, P.** (2000). Newer Insights Into Marketing: Cross-Cultural and Cross-National Perspectives. New York, NY: International Business Press.

BOOK ARTICLE

- Tadepalli, R., Bycio, P., Clark, T., Kloppenborg, T., Cunningham, M., Surdick, J., Cagle, J., Tesch, D., Opfer, W., Finch, M.,** Gallagher, J.M., Petrick, J., Sampat, R., & Shami M. (2001). Forty years of project management research: trends, interpretations, and prediction in The Frontiers of Project Management Research.

PRESENTATIONS AT ACADEMIC CONFERENCES

- Ahuja, R.** (2002). Initial findings in ethical decision making. Paper presented at the National Business and Economics Society Conference, Wailea, HI.
- Ahuja, R.** (2001). Marketing research on children: do ethical discussions belong in academic and professional reporting? Paper presented at the National Business and Economics Society meetings, San Juan, PR.
- Ahuja, R. & Walker, M.** (1999). The increased purchasing power of children and the ethical dilemma it poses to marketing researchers. Paper presented at the Society for Marketing Advances, Atlanta, GA.

- Hayes, T.** (2001). Marketing research for strategic planning. Paper presented at the Universidad Argentina de la Empresa in Buenos Aires, Argentina.
- Hayes, T.** (2001). Marketing professional services: an evolving paradigm. Paper presented at the Frontier in Services Conference, Bethesda, MD.
- Hayes, T.** (2001). Basic marketing in higher education. Paper presented at the 12th Annual Symposium for the Marketing of Higher Education, Denver, CO.
- Hayes, T., & Walker, M.** (2000). Shopping behavior and preference: a national study. Paper presented at the Frontiers in Services Marketing Conference, Nashville, TN.
- Hayes, T., & Tadepalli, R.** (2000). Ten do's and don'ts of marketing strategy. Paper presented at the AMA Symposium for Marketing Higher Education, Baltimore, MD.
- Hayes, T.** (2000). Marketing research for strategic planning. Paper presented at the Universidad Argentina de la Empresa, Buenos Aires, Argentina.
- Hayes, T., & Tadepalli, R.** (1999). Do's and don'ts in marketing research: Notes from researchers. Paper presented at the Symposium for Higher Education, New Orleans, LA.
- Schertzer, C., & Zimmerman, R.** (2000). Executive MBA international experience trip: knowledge shifts from experiential learning. Paper presented at the Thunderbird-EMU 2000 Conference on Language, Communication & Global Management, Scottsdale, AZ.
- Schuster, C., & Harris, P.** (2001). Globalization of business practices: fact or fiction? Paper presented at the American Marketing Association/ Academy of Marketing Joint Conference, Cardiff, Wales.
- Schuster, C., & Lundstrom, W.** (2001). Ohio survey report: international trade policy, issues and market potential. Paper presented at the AMA Winter Educator's Conference, Scottsdale, AZ.
- Schuster, C.** (2000). Cultural implications of doing business. Paper presented at National Association of Credit Managers Midwest Annual Conference, Columbus, OH.
- Tadepalli, R.** (2001). Cross-cultural comparison of purchasing ethics. Paper presented at the American Marketing Association International Marketing Conference, Buenos Aires.

- Tadepalli, R., Hayes, T., & Moreno, A. (2000).** Cross-cultural comparison of purchasing ethics: An empirical investigation using U.S. and Mexican samples. Paper presented at the American Marketing Association International Educators Conference, Buenos Aires, Argentina.
- Tadepalli, R. (2000).** Ten do's and don'ts of marketing strategy. Paper presented at the American Marketing Association Symposium, Baltimore, MD.
- Trebbi, G., Hayes, T., & Walker, M. (2000).** Evolution of internet shopping habits: A cross-cultural study of U.S. vs Latin American consumers. Paper presented at the Frontiers in Service Conference, Vanderbilt University, Nashville, TN.

PROCEEDINGS

- Ahuja, R., & Walker, M. (2002).** Initial findings in ethical decision making. Proceedings of the National Business and Economics Society Conference, Wailea, HI.
- Ahuja, R., & Walker, M. (1999).** Increased purchasing power of children and the ethical dilemma it poses to marketing researchers. Proceedings of the Society of Marketing Advances.
- Hayes, T., & Tadepalli, R., (2001).** The do's and don'ts of position your strategy. Proceedings of the 12th Annual Symposium for the Marketing of Higher Education. Denver, CO.
- Manolis, C., Lassar, W.M., & Nicholls, J.A.F. (2002).** Cross-cultural shopping behavior on the internet: an exploratory comparison between Anglo and Hispanic customers. E. Bignem, V. Johar & S. Hassan [Eds.] Proceedings of the Multicultural Marketing Conference of the Academic of Marketing Science 4, Valencia, Spain: Academy of Marketing Science, 43.
- Manolis, C., Lassar, W.M., & Simon, S.J. (2002).** Media perceptions for static versus transactive websites. M. Farhangmehr [Ed.], Marketing in a Changing World: Scope, Opportunities and Challenges. Proceedings of the 31st European Marketing Academy Conference, Braga, Portugal: EMAC, 76.

- Schuster, C.** (2002). History and development of the global scorecard. Proceedings of the Academy of Marketing Conference, Nottingham, UK.
- Schuster, C., & Griffith, D.A.** (2002). Before measurement equivalence – ensuring conceptual equivalence. Proceedings of the Summer AMA Educators' conference, San Diego, CA.
- Schuster, C., & Harris, P.** (2001). Globalization of business practices : fact or fiction? Proceedings of the American Marketing Association/ Academy of Marketing Bi-Annual Joint Conference, Cardiff, Wales.
- Schuster, C., & Harris, P.** (1999). Globalization of business practices and markets: reality of possibility? Proceedings of the Academy of Marketing and American Marketing Association Conference.
- Schuster, C., & Kavencansky, J.** (1999). Exploratory investigation: Business exchange process in the 'Greater Chinese' business community. Proceedings of the Southwest Academy of International Business, 121-139.

OTHER

- Hayes, T.** (1996-Present). Editor, Journal of Marketing for Higher Education.
- Schuster, C., & Vredeveld, G.** (2000). Report on Phase I study of impact of federally-funded exchange programs. Presentation at the International Visitors Council, Cincinnati, OH.
- Tadepalli, R., & Schertzer, C.** (1999). Using concept papers in the marketing strategy course. Great Ideas for Teaching Marketing.