MESSAGE FROM THE CONFERENCE CHAIR

On behalf of the Conference Organizing Committee, I would like to welcome you to Orlando and to the 5th International Conference of the American Institute of Higher Education (AmHighEd). The conference will provide an opportunity for participants to share their ideas and research in the fields of business and education.

Our previous conferences were quite successful. We received a good deal of constructive and kind feedback from the participants. Participants have benefited from the friendly environment we've created by keeping the number of participants within a certain limit and by continuously incorporating their feedback in designing the conferences. This time around, we have incorporated your workshop proposals as much as we could and hope to receive more proposals for future conferences. The submission and registration processes have also improved, providing submission and payment confirmations upon receipt.

The Best Papers selected in the categories of Business and Education will, after incorporation of reviewers' comments, be published in the American Journal of Business Research and the American Journal of Educational Studies, respectively. In addition, the remainder of the top ten papers will undergo an expedited review process for possible publication in these journals.

We at AmHighEd believe that research is a cooperative enterprise among scholars and practitioners, which is why we are committed to providing a collaborative environment that fosters the free flow of ideas and constructive feedback among researchers, practitioners, and students. We would like to thank all the attendees whose contributions and participation are essential to creating a stimulating environment at the conference.

I would like to take this opportunity to thank the organizing team that did an excellent job of putting this conference together. I am also indebted to our reviewers who reviewed the manuscripts, sometimes under extreme time constraints, and selected the best papers that fit this conference.

We hope you will find the conference productive, informative, and enjoyable. We also wish you a pleasant stay in Orlando and look forward to receiving your constructive comments that would help us in our future planning. Please visit our website (www.amhighed.com) to obtain information of future conferences, journals, webinars, and grant-writing services.

Sincerely,

Alireza Lari
Conference Chair
American Institute of Higher Education
2010 CONFERENCE OFFICERS AND COMMITTEE

Conference Chair:
Alireza Lari, American Institute of Higher Education

Program Chairs:
Nasim Lari, North Carolina State University
Pooneh Lari, North Carolina State University
Dothang Truong, American Institute of Higher Education

Proceeding Editor:
Fazlul Miah, American Institute of Higher Education

Organizing Committee:
Arben Asllani, University of Tennessee at Chattanooga
Aaron Clark, North Carolina State University
Alireza Lari, American Institute of Higher Education
Nasim Lari, North Carolina State University
Pooneh Lari, North Carolina State University
Fazlul Miah, American Institute of Higher Education
Dothang Truong, American Institute of Higher Education
GENERAL MEETING INFORMATION

**Registration**

Wednesday, September 29, 2010  6:00 p.m. - 8:00 p.m.
Thursday, September 30, 2010  8:00 a.m. - 5:00 p.m.
Friday, October 1, 2010  8:00 a.m. - 12:00 p.m.

**Reception and Best Paper Awards**

Thursday, September 30, 2010  6:00 p.m. - 7:00 p.m.

**Best Paper in Business:**

**Hi-Tech Company Image: The Construct and its Measurement**

Jerome Christia, Coastal Carolina University  
Kevin Voss, Oklahoma State University  
Gary Frankwick, Oklahoma State University  
Tom Brown, Oklahoma State University

**Best Paper in Education:**

**Using a Collaborative Leadership Model in a Teacher Education Program**

Nancy Keiser, North Central College  
Maureen Kincaid, North Central College  
Kristine Servais North Central College

**Parallel Sessions**

Thursday, September 30, 2010  8:30 a.m. - 5:00 p.m.  
Friday, October 1, 2010  8:30 a.m. - 5:00 p.m.

**Coffee Breaks**

Thursday and Friday  10:00 a.m. - 10:30 a.m. & 3:00 p.m. - 3:30 p.m.
WEDNESDAY – SEPTEMBER 29, 2010

6:00pm – 8:00pm    Conference Registration

THURSDAY – SEPTEMBER 30, 2010

8:00am – 5:00pm    Conference Registration

Thu. 8:30am – 10:00am

Session Chair: Aaron Clark, North Carolina State University

The Impact of the Smart Board in the Math Classroom
Frank Rizza, The College of New Rochelle
Michael Hartnagel, SUNY - Stony Brook University

Collaboration: Successful Strategies for Working Together as Co-Educators
Deanna Keith, Liberty University
Andrea Beam, Liberty University

The Achievement Gap: Trends in the Gap over the Past 30 Years
Michelle Toston Hill, University of Florida

Thu. 8:30am – 10:00am

Session Chair: Pooneh Lari, North Carolina State University

Two Decades of Great Ideas in Leadership in the 20th Century
Arthur D. Stumpf, Mississippi State University

Self-directed Learning and the Impact of Leadership: Analyzing Keys for Success from a Covenantal Perspective
David Duby, Liberty University
Kahlib J. Fischer, Liberty University

Using a Collaborative Leadership Model in a Teacher Education Program
[Best Paper in Education]
Nancy Keiser, North Central College
Maureen Kincaid, North Central College
Kristine Servais North Central College

10:00am – 10:30am    Break
Thu. 10:30am – 12:00pm | Salon 15

**Session Chair:** Kahlib Fischer, Liberty University

**Work Engagement**
Mehrdad Hashemi, Saipa Groups

**The Learning Organization: From Dysfunction to Grace**
Jeffrey Haldeman, Webster University

**How Green Marketing Affects Corporate Policy**
Scott Testa, Cabrini College

**Undergraduate Student's Perception towards Recycling: An Assessment of Environmental Awareness on Campus**
Vishakha Maskey, West Liberty University

Thu. 10:30am – 12:00pm | Salon 16

**Session Chair:** Elisabeth J. Teal, North Georgia College & State University

**Understanding the Nonsegmental Context of Segmental Understanding**
Asghar Iran-Nejad, University of Alabama
Madeleine Gregg, University of Alabama

**The Impact of a GRE Preparation Program on the Actual GRE Scores of Students from a McNair Post Baccalaureate Achievement Program**
Mary Nell McNeese, University of Southern Mississippi
Susan Bourland, University of Southern Mississippi
Brett Kemker, University of Southern Mississippi

**The Influences of Emotional and Social Behaviors on Retail Internship Experiences**
Jun Xu, DePaul University
Yongmei Liu, University of Texas at Arlington
Barton Weitz, University of Florida

**Dispelling the Myths on Bilingualism: Effective Bilingual Education Models**
Lucia Buttaro, Adelphi University
### Thu. 1:30pm – 3:00pm  
**Salon 15**

**Session Chair:** Carole Creque, University of Mary Washington

**Marketing: A Skill Needed By Today's Accountants**  
Donna Hill, Bradley University  
Shondra Johnson, Bradley University

**Green Marketing: Are Environmental and Social Objectives Compatible with Profitability?**  
Scott Testa, Cabrini College

**Economic Value Added**  
Stanley Chu, Borough of Manhattan Community College  
Harvey Man, Borough of Manhattan Community College

### Thu. 1:30pm – 3:00pm  
**Salon 16**

**Session Chair:** Alireza Lari, American Institute of Higher Education

**Contingent Claim Valuation – The Case of Certificates Plus Reloaded**  
Rodrigo Hernandez, Radford University  
Christopher Tobler, Stetson University  
Pu Liu, University of Arkansas

**The Hackman and Oldham Job Characteristics Model: International Implications on Banking, Manufacturing, Retail and Service Industries**  
Rickey Casey, University of the Ozarks  
Jay Robbins, Ouachita Baptist University  
Deborah Sisson, University of the Ozarks

### 3:00pm – 3:30pm  
**Break**
Thu. 3:30pm – 5:00pm
Salon 15

Session Chair: David Letcher, The College of New Jersey

The Pipeline Problem in Higher Education: Reality or “Cop Out?”
Beheruz N. Sethna, The University of West Georgia

I See You, You See Me: Opening the Door for Mutual Efficacy in Higher Education
Tammy Graham, The Citadel
Charles Graham, The Citadel

Building a Community of Leaders: Enhancing and Sustaining Global Leadership Capacity Within a Doctoral Program
Mette Baran, Cardinal Stritch University
Janice Jones, Cardinal Stritch University
Kristine Kiefer Hipp, Cardinal Stritch University

Increasing Retention among Psychology Majors: Creating a Bioecological Program
Kristi Cordell-McNulty, Angelo State University

Thu. 3:30pm – 5:00pm
Salon 16

Workshop: Sports Marketing
Margaret Mi, University of Mary Washington

Bio: Dr. Margaret Ann Mi has been teaching a Sports Marketing course for more than two years as an elective in the business major at the University of Mary Washington in Fredericksburg, Virginia. Last summer, she modified the course to become a special topics course for non-majors, preferably for student athletes. This popular course serves students who wish to have careers in a sports organization. Some students have advanced study through the Sports Management Program at Virginia Commonwealth University in Richmond. For over thirty years, Dr. Mi has taught marketing courses and special topic courses. She received her BBA and MBA from Eastern New Mexico University and her Ph.D. from Virginia Commonwealth University. Dr. Mi has published and presented papers in marketing education, telework, (including an invited commentary from Harvard Business Review), creating web sites to sell products, marketing in China, direct marketing and motivating students through couponing. She has presented at global conferences the last twenty years.

Overview: This workshop is an application exercise for educators who may be interested in teaching a sports marketing course. Participants will emulate the team, term project components that I require of my students. These components include developing a marketing strategy and implementing marketing plans for a new sport team. Workshop participants will act as marketing consulting teams for the new sport teams. Teams have to decide on a city in which to locate that
currently does not have a major league, baseball team. Completion of this portion of the project requires thorough research about the city, its transportation infrastructure, per capita income, ethnic composition, venue (new or current), and parking possibilities. I have selected Nashville, Tennessee, for the city because it does not have a major baseball team. Consulting teams will 1) recruit players and coaches and list their salaries; 2) select a stadium; and 3) create team names, logos, colors, mascot, licensed and branded merchandise, ticket and merchandise pricing, special promotions with charities, sponsorships, public relations, electronic media use, etc. Finally, teams will present their new team to the other teams.

**Thu. 3:30pm – 5:00pm**  
**Internet Session**

**Session Chair:** Dothang Truong, American Institute of Higher Education

**Does This Book Make Me Look Fat? Creating Positive Imagery with Girls through Literacy and Classroom Practices**  
Carolyn Corliss, Auburn University - Montgomery  
Shelly Bowden, Auburn University - Montgomery

**Contrast of the Science Teaching Practices of Two Pre-Service Early Childhood Educators**  
Deirdre Englehart, University of Central Florida

**A Multidimensional Perspective of Organizational Commitment in Higher Education**  
J.R. Smith, Jackson State University  
Kristina P. Gaylor, Belhaven College  
Alisa L. Mosley, Jackson State University  
Jean-Claude Assad, Jackson State University

**Learning Chinese as a Second Language**  
Mei-Chih Wang, University of Louisiana at Lafayette

**Private Benefits, Market Sentiment, and Institutional Ownership Change**  
Yong Wang, Lynchburg College

**6:00pm – 7:00pm**  
**Reception – Salon 19**
FRIDAY – OCTOBER 1, 2010

8:00am – 12:00pm               Conference Registration

Fri. 8:30am – 10:00am

Session Chair: Cheulho Lee, Florida Memorial University

The Bologna Accord: Overview and Marketing Implementation In Romania
Elisabeth J. Teal, North Georgia College & State University
G. Martin Izzo, North Georgia College & State University
Corneliu Munteanu, Universitatea Alexandru Ioan Cuza
Barry E. Langford, University of Mississippi

Salary Inversion in Business Schools
Tom Arnold, University of Richmond
Raymond Fishe, University of Richmond
Adam Schwartz, Washington and Lee University

Hi-Tech Company Image: The Construct and its Measurement
[Best Paper in Business]
Jerome Christia, Coastal Carolina University
Kevin Voss, Oklahoma State University
Gary Frankwick, Oklahoma State University
Tom Brown, Oklahoma State University

Fri. 8:30am – 10:00am

Session Chair: Cynthia Green, William Jewell College

An Exploratory Investigation of Motivations of College Students Taking Online/Web-Assisted Courses and Their Relationships with Learning Outcomes
Sarath Nonis, Arkansas State University
Grant Fenner, Arkansas State University

Teaching Computer Forensics Amplified by Cloud Computing
Ludwig Slusky, California State University, Los Angeles
Parviz Partow-Navid, California State University, Los Angeles
Scottsdale Community College Provides Their Students Open Access with End-to-End Virtualization
Angel Rodriguez, University of Florida
Kelly Essary, University of Florida

EEDA: The Implications for the Sixteen Technical/Community Colleges in South Carolina
Frederick Cooper, Spartanburg Community College

Fri. 10:00am – 10:30am
10:00am – 10:30am Break

Fri. 10:30am – 12:00pm
Salon 1

Session Chair: Rose McNeese, University of Southern Mississippi

Alternatives to Corporal Punishment Gaining Momentum in US Public Schools
Cynthia Northington-Purdie, William Paterson University

Perceptions about School and Schooling: A Study of Latino/a High School Students in the Southern Part of the United States
Lucia Buttaro, Adelphi University

An Investigation of the Florida Comprehensive Assessment Test (FCAT) and the Black Male Achievement Gap
Rufus Ellis, Florida Agricultural and Mechanical University
Edward Tolliver, Florida Agricultural and Mechanical University
Ghazwan Lutfi, Florida Agricultural and Mechanical University

The Achievement Gap: Reasons for and Ways of Reducing the Gap
Michelle Toston Hill, University of Florida

Fri. 10:30am – 12:00pm
Salon 2

Session Chair: David Letcher, The College of New Jersey

Internationalizing Higher Education: One Doctoral Institution’s Initiative to Learn from a Trans-Atlantic Immersion Seminar
Mette Baran, Cardinal Stritch University
Janice Jones, Cardinal Stritch University

The Role of Brand Equity in Reputational Rankings of Specialty Graduate Programs in Colleges of Education
Keith W. Lamb, Midwestern State University
John L. Baier, University of North Texas
A Theoretical Approach to Product Market Competition and Firms’ Capital Structure Decisions
Cheulho Lee, Florida Memorial University

The Rewards and Risks of Green Marketing
Scott Testa, Cabrini College

Fri. 1:30pm – 3:00pm
Salon 1

Session Chair: Mette Baran, Cardinal Stritch University

Identification of Gender Differences in Mathematics Performance on the Northwest Evaluation Association (NWEA) Measures Of Academic Progress (MAP) Test Data in Colombia, South America
Jack Jackson, Colegio Jorge Washington
Rose McNeese, University of Southern Mississippi

Lulrick Balzora, Florida Atlantic University
Diane Wright, Florida Atlantic University - Davie

Cultural Intelligence – A Prerequisite for International Business Success
Carole Creque, University of Mary Washington
Doreen Gooden, Florida International University

Fri. 1:00pm – 2:30pm
Salon 2

Workshop:
Web 2.0: Gratis Online Tools With Endless Possibilities
Cynthia Green, William Jewell College

Bio: Cynthia began her educational career as an elementary classroom teacher at Webb City, Missouri, and taught for five years moving to Title I Reading Clinic as a reading specialist her last year. She received her doctorate from Baylor University and took a position with Hardin-Simmons University, Abilene, Texas where she taught and was Chair of the Department of Elementary and Secondary Education. She moved to Johnson, Vermont, and served as Associate Academic Dean of Johnson College. She has served as Director of Secondary Education at William Jewell College in Liberty, Missouri for the past 22 years where she teaches literacy courses. Cynthia maintains involvement in service learning. She has recently established a partnership school on the Cheyenne River American Indian Reservation using webcam and Skype for her students to read aloud to approximately sixty children grades K-5 in the after school program. Her interests are diagnosis and remediation of reading problems, computer technology, and reading.
Overview: The plethora of gratis online tools found on Web 2.0 provides resources to improve efficiency by surpassing the constraints of previous options. Web sites are available to facilitate interactive information sharing, interoperability, user-centered design, and collaboration online in real time with a virtual community. Web 2.0 websites include social-networking sites, blogs, wikis, web applications (webmail, online retail sales, online auctions), video-sharing sites, storage sites, and collaborative tagging. Participants in this workshop will be shown sites with educational applications, and encourage to bookmark sites on their laptops for future use.

Fri. 1:30pm – 3:00pm

Internet Session

Session Chair: Dothang Truong, American Institute of Higher Education

Measuring the Effects of Attendance on Student Performance in Large Sections of Principles of Economics
Chris Kauffman, Tusculum College

The Significance of Language Comprehension on Problem Solving
Mei-Chih Wang, University of Louisiana at Lafayette

A Pedagogical Presentation of the Gordon Growth Model
Jerome Duncan, Tuskegee University
Seth C. Anderson, Tuskegee University

A Small Local Government: Did Mismanagement and Misuse of Resources Equal Fraud, Waste or Abuse?
Sally Gilfillan, Longwood University
Frank Bacon, Longwood University

Social Learning Theory as a Conduit to Patient Compliance through Wireless Technology
Jarrett Landor-Ngemi, Southern University and Agricultural & Mechanical College
Abinwi Nchise, International Center for Information Technology and Development, Southern University and Agricultural & Mechanical College
Oneurine Ngwa, International Center for Information Technology and Development, Southern University and Agricultural & Mechanical College
Victor Mbarika, International Center for Information Technology and Development

3:00pm – 3:30pm

Break
Fri. 3:30pm – 5:00pm  |  Salon 1

**Session Chair:** Nasim Lari, North Carolina State University

**From Presidential Policy to Classroom Reality: The Indelible Impact of ESEA**
Brenda Graham, Concordia University
Susan Bridge, Concordia University

**The Impact of Homelessness on the Education of Children from 3-1/2 to Age Six**
Charles Ervin, Florida Agricultural and Mechanical University
Renee Wallace, Florida Agricultural and Mechanical University

**Aligning Career and Technical Education**
Lewis Workman, Northern Kentucky University
Joyce Stubbs, Morehead State University

Fri. 3:30pm – 5:00pm  |  Salon 2

**Session Chair:** Alireza Lari, American Institute of Higher Education

**Teaching Problem Solving with NCTM in Mind**
Althea Hylton-Lindsay, William Paterson University

**Analytic Models for Strategic Planning: A Case Study**
Diane Wright, Florida Atlantic University – Davie
Stanford Ford, Florida Atlantic University – Boca Raton
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