

---

**ABSTRACTS****1. EXAMINING THE BLIND SPOT OF TEMPORARY WORK RESEARCH:  
A NEW APPROACH TO THE SEGMENTATION OF TEMPORARY WORK AGENCIES**

Ricarda B. Bouncken, University of Bayreuth, Bayreuth, Germany  
Christian Lehmann, University of Bayreuth, Bayreuth, Germany  
Martin Ratzmann, University of Bayreuth, Bayreuth, Germany

**ABSTRACT**

*The market for temporary employment is one of the fastest growing industries in Germany. While temporary workers and firms using outstaffing services are common subjects of investigations, temporary work agencies have received little attention in management research. The present study tries to overcome this shortcoming by analyzing the strategic orientation of 346 German temporary work agencies (TWA). The authors develop a segmentation of four TWA-types based on two independent variables. The resulting clusters show differences in their levels of performance and other relevant characteristics. Finally, type-specific recommendations for an improvement of competitiveness and performance are developed.*

**Keywords:** *Temporary Work, Temporary Work Agencies, Outstaffing Agencies, Competitiveness, Competitive Performance, Customer Success, Financial Success*

---

**2. DISCREPANCIES BETWEEN TOURISTS' AND MANAGERS' PERCEPTIONS OF  
SERVICE FAILURES AND SERVICE RECOVERIES IN HOTELS**

Sven Kuenzel, University of Greenwich, London, UK / Yancheng Institute of Technology, China  
Nektarios Katsaris, University of Greenwich, London, UK

**ABSTRACT**

*From the moment consumers purchase hotel services, they desire and expect excellence. Throughout the past twenty years, hotels have sought to improve and maintain their service quality, adopting quality control techniques whose basic goal is to ensure that services meet specific requirements, and are dependable and satisfactory. Otherwise service failures and service recoveries are likely to occur which can be very costly to hotels as found in the literature. However it remains unknown if managers and tourists view service failures and service recoveries differently. Consequently this paper investigates possible differences between tourists and managers with regard to service failure and service recovery in Greece.*

**Keywords:** *Tourist, Hotel, Greece, Service failure, Service recovery, Tourism Research*

---

**3. A COMPARISON OF ATTITUDES TOWARDS CHEATING  
BETWEEN U.S. AND INTERNATIONAL STUDENTS**

Wendy C. Bailey, Troy University, Troy, Alabama, USA  
S. Scott Bailey, Troy University, Troy, Alabama, USA

**ABSTRACT**

*This study uses chi-squared analysis of survey data to determine how students would react if they became aware of a classmate using prohibited notes on an examination. The study included international (Vietnamese) and US students, as well as those studying at the graduate and undergraduate levels. The goal was to ascertain whether differences existed in how students would behave based on gender,*

*domestic status, and level of study. Results show differences between genders as well as between US and international students. Domestic females were more willing to report cheating to the instructor than males, while domestic students in general were less willing to ignore the behavior compared to international students.*

**Keywords:** *Academic Dishonesty; Cheating; Business Students; International Students; Gender Differences*

---

#### **4. ARE PROFESSIONAL IDENTITY AND JOB ROLE BELIEFS USEFUL TARGETS FOR TEACHING ACCOUNTING ETHICS? EFFECTS ON PERCEIVED GUILT**

Jan Svanberg, South Stockholm University, Stockholm, Sweden

##### **ABSTRACT**

*The first purpose is to evaluate the relationship between (1) students' beliefs about how much they must compromise between professional obligations and clients' demands in their future job role and (2) students' moral reactions when confronted with immoral accounting behavior. The second purpose of the research is to empirically investigate whether a strong professional identity of accounting students may counteract the anticipated relationship between students' expectations of having to deviate from the morally correct behavior and moral reactions. The results, derived from 93 students' responses to a questionnaire, did not support a relationship between identity and moral reaction, but demonstrated a positive relationship between beliefs about compromises in the future job role and moral reaction.*

**Keywords:** Accounting, accounting ethics, professional identity, job role beliefs, ethical intent

---

#### **5. THE EFFECT OF AUDIT COMMITTEE INDEPENDENCE ON THE DISTRIBUTION OF EARNINGS LEVELS AND CHANGES**

Daniel Gyung Paik, University of Richmond, Richmond, Virginia, USA  
Daniel Selby, University of Richmond, Richmond, Virginia, USA

##### **ABSTRACT**

*This study investigates whether audit committee independence affects the distribution of earnings levels and changes. We compare the distribution of earnings levels and changes of firms with majority independent audit committees to those of firms with minority independent audit committees. We use the distribution of earnings between the two types of firms to examine whether the high frequency of small earnings increases (and/or profits) relative to small earnings decreases (and/or losses) reported by public firms will be attenuated by the existence of the independent audit committee. We expect that audit committee independence effectively monitors management's discretionary behavior so that firms with majority independent audit committees have smoother earning distributions around zero than firms with minority independent audit committees. Consistent with this expectation, we find that relative to firms with majority independent audit committees, firms with minority independent audit committees (1) report fewer small earnings declines (and/or losses), and (2) report more small earnings increases (and/or profits). These results suggest that the asymmetric pattern of more small earnings increases (and/or profits) than decreases (and/or losses), first documented by Burgstahler and Dichev (1997), can be attributed to earnings management, and the discontinuity of earnings around zero can be attenuated by effective monitoring by an independent audit committee.*

**Keywords:** *Audit Committee Independence, earnings management, earnings distribution*

---

## 6. EMERGENCE OF THE APP-ECONOMY: WHAT DRIVES THE MOBILE BUSINESS INDUSTRY IN GERMANY?

Jürgen Karla, RWTH Aachen University, Aachen, Germany  
Henry Bröker, RWTH Aachen University, Aachen, Germany

### ABSTRACT

*Technological advancements as well as new concepts for business models recently drive the development in mobile business. Over the last two years the phenomenon of the app economy emerged, which resulted in a tremendous change of how market participants conduct business. In this contribution the authors particularly analyze the market development in Germany which allows to draw conclusions for development in similar countries as well. Starting with data that help to categorize previous and current development in the mobile business sector the major players, namely mobile network operators, mobile device manufacturers, mobile platform providers, and mobile application providers, are being regarded. It is described, how the introduction of new concepts to the market recently leads to the emergence of an app economy to allow conclusion drawing for similar markets. Following, the originating new opportunities for mobile application and content providers that have an enormous impact on the entire mobile business industry are being analyzed. As major results, a visualization of the transformation of the value-creating activities in the industry is presented and an outlook to further development of the market is given.*

**Keywords:** Mobile Business, App Economy, Mobile Network Operator, Mobile Platform Provider, Mobile Device Manufacturer, Applications

---

## 7. EFFECT OF U.S. TAX RATE VOLATILITY ON TWIN DEFICITS

David Y. Chen, North Carolina A&T State University, Greensboro, North Carolina, USA

### ABSTRACT

*We examine the impact of tax rate volatility on the U.S. twin deficit issue. Using a dynamic linear model (DLM) approach built upon an Euler equation with rational expectations, a Bellman's value function, a tax rate volatility function, a government deficit equation with national debt component, and a trade deficit equation, we obtain an optimal parameter set for this system. This optimal set based on monthly data from 1980 to 2009 indicates strong positive impact by both tax rate volatility and national debt fluctuations on the variations in federal budget deficit and the current account deficit.*

---

## 8. MIND THE GAP: A GLOBAL ANALYSIS OF THE NUMBER OF BUYERS TO SELLERS USING BLOGGING, SOCIAL NETWORKING, ONLINE VIDEO, AND MICROBLOGGING PLATFORMS

David M. Gilfoil, DeSales University, Center Valley, Pennsylvania, USA  
Charles G. Jobs, DeSales University, Center Valley, Pennsylvania, USA

### ABSTRACT

*This paper studies eWOM market participation between buyers and sellers in 16 countries using four forms of Web 2.0 social broadcast behaviors. This research is important because the social broadcast behaviors studied - blogging, social networking, online video uploading, and microblogging – are most reported as the top online tools used by marketers. A survey and analysis of gaps between the number of people using these tools to sell something (sellers) compared to the number of people using these same tools to buy something (buyers) is conducted on a country by country basis. The data is obtained from an ongoing panel study.*

*Findings show that there are generally more sellers than buyers using these tools for all countries with the exception of China. Findings also show that the size of the gap between sellers and buyers is very low for the social networking behavioral pattern and notable for the blogging behavioral pattern. Gaps between seller and buyer participation in countries that are statistically significant, as determined by a two tailed McNemar test, are reported. The average for all the gaps for each social broadcast behavior is also reported. In order to better understand the eWOM implications of the current market participation conditions, some areas requiring further investigation are suggested. Economic literature related to unbalanced markets, for example, is provided as a perspective for understanding the observed data.*

**Keywords:** eWOM, Viral Marketing, Web 2.0 Global Trends, Social Media Tools, Buy/Sell Gap, Social Broadcast Behaviors, Blogging, Microblogging, Social Networking, Video Uploading

---

## 9. ESTIMATING THE OUTPUT CAPACITY OF A LINEAR ASSEMBLY LINE WITH VARIABLE CYCLE TIMES AT THE BOTTLENECK WORKSTATION: A CLASSROOM INSTRUCTIONAL APPROACH

V. Reddy Dondeti, Norfolk State University, Norfolk, Virginia, USA  
Bidhu B. Mohanty, Norfolk State University, Norfolk, Virginia, USA

### ABSTRACT

*In this paper we consider the problem of estimating the output capacity of a Linear Assembly Line in which each operation or workstation, except the first and the last, has just one predecessor and one successor, but the cycle time at the bottleneck workstation varies between the bounds  $a$  and  $b$ . All other workstations have constant processing times with values less than  $a$ , the lower bound of the processing time at the bottleneck workstation. We present the results related to the output capacity when the cycle time follows: (a) Uniform distribution, (b) Triangular distribution, (c) Beta distribution, and (d) A randomly generated empirical distribution. Further, we also study the case when all processing times, regardless of the nature of the operations, are random variables which follow independent, identical, uniform distributions. An interesting empirical finding of the paper is that for the probability distributions discussed in the paper, the reciprocal of the Expectation of the random variable is approximately equal to the Expectation of the reciprocal of the random variable (i.e.,  $1/E(X) = E(1/X)$ ). Several tables and analytical expressions demonstrating this result are presented in the paper. We believe that this result will be useful in other Assembly Line Balancing Problems, since the evaluation of  $E(1/X)$  is often difficult or unwieldy.*

**Keywords:** Linear Assembly Line, Variable Processing Time, Output Capacity, Cycle Time

---

## 10. FIRM VALUE AND EARNINGS MANAGEMENT AFTER INTERNAL CONTROL WEAKNESS REMEDIATION

Jia Wu, University of Massachusetts Dartmouth, North Dartmouth, MA, USA  
Linxiao Liu, University of West Georgia, Carrollton, GA, USA  
Frederick Jones, University of Massachusetts Dartmouth, North Dartmouth, MA, USA

### ABSTRACT

*Starting in 2004, as a result of Section 404(b) of Sarbanes-Oxley ACT (SOX), the SEC requires that auditors attest to management's assessment of the effectiveness of internal control over financial reporting (ICFR) for all listed firms in the U.S. with market capital of \$75 million or greater. Auditors must issue an adverse opinion in its audit of ICFR if there any internal control weaknesses (ICW) and must disclose the nature of the ICW. We find that many firms disclosed material internal control weaknesses (ICW) in auditors' reports but remediated these ICW in subsequent years. The first objective of this study is to examine the firm value after the remediation of ICW. The second objective is to investigate earnings*

*management activity in light of ICW remediation. We test the effects of remediation on firm value over a three-year period, starting with the initial year of the ICW disclosure. The findings indicate that ICW remediation has significant positive effects on firm values in each of the three years. We also test the interaction effects between discretionary accruals (the proxy for earnings management) and ICW remediation. We find that the interaction relationship between discretionary accruals and remediation is insignificant while there exists a significant association between nondiscretionary accruals and remediation. These results suggest that ICW remediation improves firm value but does not affect the managers' earnings management activities.*

**Keywords:** SOX 404; Internal Control Weakness Remediation; Firm Value; Earnings Management

---

## **11. LEARNING AND MISSION IN ACTION: IMPLEMENTING PROBLEM BASED SERVICE LEARNING IN THE CONSUMER BEHAVIOR CLASSROOM**

Cheryl L. Buff, Siena College, NY, USA

### **ABSTRACT**

*Problem based service learning (PBSL) can be used to actively integrate learning and service within an academic course setting. It allows students to apply their knowledge and skills while providing a beneficial service to others. This approach seems especially relevant for institutions with service-oriented and/or values-oriented mission statements. This paper describes PBSL projects in two Consumer Behavior classes. Student feedback, both quantitative and qualitative, is discussed and recommendations for future service learning projects are presented.*

**Keywords:** problem based service learning, pedagogy, marketing, consumer behavior

---

## **12. GEOGRAPHIC INFORMATION SYSTEM APPLICATIONS IN SUPPLY CHAINS**

Liang-Chieh (Victor) Cheng, University of Houston, Houston, Texas, USA  
Jeremy Phillips, University of Houston, Houston, Texas, USA

### **ABSTRACT**

*With the rapid development and maturation, the geographic information system (GIS) motivates a diverse assembly of supply chain professionals to expand its functionality. Companies need to develop a strategy to apply GIS and incorporate it with supplementary technologies to obtain efficiency in planning and managing supply chains. This study probes various GIS applications within supply chain management and logistics functions and provides an effective example of how planners utilize GIS.*

**Keywords:** Geographic information system, logistics technology, supply chain management

---

## **13. COLLEGE FACULTY'S ILLUSION OF SERVICE AND ITS IMPACT ON STUDENT SATISFACTION**

Barbara A. P. Jones, Alabama A&M University, Normal, AL, USA  
Jungki Lee, Korea University at Sejong, Jochiwon, Korea

### **ABSTRACT**

*This study examines the perceptual difference between faculty and students regarding the quality of education service rendered at a higher education institution. It hypothesizes and empirically investigates the significance of perceptual differences between the groups, the effects of the differences upon student*

*satisfaction with their education, and the students' intentions to recommend the school. Data were collected at a major college located in Southeastern United States. Findings support most hypotheses developed in this study, indicating a significant difference between the faculty and students regarding the quality of the educational service. In addition, such perceptual differences were found to affect the students' satisfaction with the school and their intentions to recommend the school. Implications for service practitioners and researchers are provided.*

**Keywords:** *illusion of service, perceptual gap, service quality, SERVQUAL, higher education service*

---

#### **14. THE VALUE RELEVANCE OF CONSOLIDATED VERSUS PARENT COMPANY FINANCIAL REPORTING ON THE LONDON STOCK EXCHANGE**

Victor O. Müller, Babeş-Bolyai University, Cluj-Napoca, Romania

##### **ABSTRACT**

*The main objective of an entity's financial statements is to give information on the financial position, performance and changes in financial position of the reporting entity, which is useful to investors and other users in making economic decisions. In order to be useful, financial information needs to be relevant to the decision-making process of users in general, and investors in particular. Consequently, the following question arises: which of the two sets best serves the information needs of investors (and other categories of users), respectively which of the two sets is more relevant for investors? Of course, the possibility of both sets at the same time best serving the information needs should not be ruled out. We conducted an empirical association study on the problem of market value relevance of consolidated financial statements and of parent company financial statements, searching for an answer to the above question. In this sense, we analyze the absolute and relative market value relevance of consolidated accounting information of listed companies on the London Stock Exchange between 2003 and 2008. Through this empirical study we intend to contribute to the relatively limited literature on this topic with a comparative time analysis of the absolute and incremental relevance of financial information supplied by the two categories of financial statements (group and individual). The results obtained indicate a statistically significant superiority of the relevance of consolidated statements. However, we could not statistically prove a superior value relevance of information provided together by consolidated and parent company financial statements as opposed to consolidated information. On the one hand, these results prove the importance (usefulness) of consolidated financial statements especially for investors on the capital market, and on the other hand, they question the necessity of publishing parent company financial statements.*

**Keywords:** *Consolidated Financial Statements, Parent Company Financial Statements, U.K. Capital Market, Market Value Relevance*

---

#### **15. KENYAN INVESTORS' OVERREACTION TO THE AGOA NEWS: EVIDENCES FROM THE NAIROBI STOCK EXCHANGE**

Yvan Nezerwe, California Miramar University, USA

##### **ABSTRACT**

*The AGOA legislations are American legislations that provided duty-free access for selected products from eligible African countries. The legislations were cheered in Africa because of the potential of accessing the American market on duty-free basis. This study used a behavioral finance model in analyzing the behavioral effects caused by the AGOA legislations in the Nairobi Stock Exchange. The results showed that Kenyan investors overreacted to the news of the AGOA legislations*

---

## **16. CAN DIGITAL WORLDS SIMULATE REALITY? USING VIRTUAL REALITY AS AN EDUCATIONAL TOOL**

Ralph E. McKinney, Jr., Aston Business School, Aston University  
Lawrence P. Shao, Lewis College of Business, Marshall University  
Dale H. Shao, Lewis College of Business, Marshall University

### **ABSTRACT**

*This paper builds on research (e.g., Bartle 1997, and Castronova 2003) to facilitate discussions surrounding learning in digital environments. The application of virtual reality as an educational tool is examined by comparing and contrasting relevant variables, including economics and social behaviour patterns, in actual and digital environments. This paper makes distinctions among various realities (physical, off-line virtual and on-line virtual) to conclude that virtual reality and video games have stronger educational applications when coupled with directed mentoring. Additionally, some industries that could benefit from educational applications of virtual reality are briefly discussed.*

**Keywords:** *virtual reality, video games, educational tools, simulations, learning*

---

## **17. CLOSED-END FUNDS: A STYLE ANALYSIS OF EMERGING, COUNTRY, AND GLOBAL FUNDS**

Marta Charrón, University of Puerto Rico, Rio Piedras, PR, USA  
Jimmy Torrez, University of Puerto Rico, Rio Piedras, PR, USA

### **ABSTRACT**

*This paper examines the performance of closed-end funds that invest at least 25% of their holdings in securities outside the U.S., namely emerging, global, developed and Pacific ex-Japan funds. Performance is examined using a style analysis (Sharpe 1992) where the regional exposure of the funds is estimated using daily returns and four factors representing investments in the emerging economies of Asia, Eastern Europe, Latin America, and an index for the cash holdings of the funds. Results indicate that most of the funds in the sample invest a larger proportion of their portfolio in Latin America, followed by Europe and then Asia. Results also show that closed-end funds have a large proportion of cash holdings in their portfolios. Stock selection ability of fund managers is also examined. We find no evidence of managerial ability.*

**Keywords:** *closed-end funds, style analysis, country funds, emerging markets, managerial ability*

---

## **18. ASSESSMENT LOOP FOR IMPROVING THE COMPUTER INFORMATION SYSTEMS PROGRAM**

Yaquan Xu, Georgia Gwinnett College, Lawrenceville, GA, USA  
Shuting Xu, Virginia State University, Petersburg, VA, USA  
Xue Bai, Virginia State University, Petersburg, VA, USA

### **ABSTRACT**

*Educational outcomes are the core purpose of many institutions of higher education. Assessment provides a vehicle to ascertain how well a program is achieving its stated learning outcomes and how program improvement might be achieved. This paper describes the efforts taken at Computer Information Systems Department to institute an ABET assessment process. Also, some theoretical foundations of outcomes assessment are provided and their application and suitability for the Computer Information Systems (CIS) discipline are discussed.*

**Keywords:** *Outcome Assessment, Computer Information Systems, ABET*

---