

# Our Faculty

## Faculty Journal Articles and Conference Proceedings Articles 1998-1999

College of Business faculty have been actively publishing journal articles and articles in conference proceedings, as well as presenting papers at faculty workshops and professional conferences.

The College of Business takes great pride in the fact that our faculty members publish in some of the world's finest scholarly journals. This achievement ensures that our faculty are at the cutting edge of their fields. As a result, our students receive a relevant and rigorous education. The following is a select listing of faculty journal articles and conference proceedings articles for 1998-99.

### ACCOUNTING FACULTY

#### JOURNAL ARTICLES

##### Jane Baird

"The Effects of Information Ordering on Investor Perceptions: An Experiment Utilizing Presidents' letters," with R. C. Zelin, *Journal of Financial and Strategic Decisions*, forthcoming

"Student Internet Usage, Perceptions, and Training Needs: Implications for Campus Leaders," with D. Marxen, and R. Zelin, *Academy of Educational Leadership Journal*, forthcoming

"Experimental Evidence on the Benefits of using 'Writing to Learn' Activities in Accounting Courses," with R.C. Zelin and L.Ruggle, *Issues in Accounting Education*

"Using a Computer-Based, Instructor-Developed Audit Case to Improve Learning in the Auditing Course: An Example and Student Reactions," with L. Higgins, *The Academy of Accounting and Financial Studies Journal*

"Gender Differences in the Job Attitudes of Accountants," with R. Zelin and D. Marxen, *MidAmerican Journal of Business*

"The Current Status of Accountants' Job Attitudes—A Comparison Across Work Settings," with R. Zelin and D. Marxen, *Central Business Review*

##### Stephen Woehrl

"Are You Allocating Resources Efficiently: A Quantitative Technique Can Enhance Your Evaluation," *Multimedia Information Systems in Practice*

"An Interactive System for Performance Auditing: A Quantitative Technique," *Journal of the Minnesota Academy of Science*

##### Robert Zelin

"The Effects of Information Ordering on Investor Perceptions: An Experiment Utilizing Presidents' letters," with J. Baird, *Journal of Financial and Strategic Decisions*, forthcoming

"Experimental Evidence on the Benefits of using 'Writing to Learn' Activities in Accounting Courses," with J. Baird and L.Ruggle, *Issues in Accounting Education*

"Gender Differences in the Job Attitudes of Accountants," with J. Baird and D. Marxen, *MidAmerican Journal of Business*

"The Current Status of Accountants' Job Attitudes—A Comparison Across Work Settings," with J. Baird and D. Marxen, *Central Business Review*

### CONFERENCE PROCEEDINGS ARTICLES

##### Jane Baird

"Using a Computer-Based, Instructor-Developed Audit Case to Improve Learning in the Auditing Course: An Example and Student Reactions," with L. Higgins, *Proceedings, 1998 Allied Academies' National Conference*

"Using the Internet as a Resource in Auditing Courses," with R. Zelin, *Proceedings, 1998 Allied Academies' National Conference*

##### Ken Fowler

"Copy Old Forms to Teach New Tax Law," *Proceedings, American Accounting Association—Midwest Region*

"Muskrat Accounting," *Proceedings, American Accounting Association—Midwest Region*

##### Stephen Woehrl

"Decision Making Improves with Better Classification: A Case Based Reasoning Application," *Proceedings, American Academy of Accounting and Finance*

"An Interactive Computer-Based Performance Auditing Technique," *Proceedings, American Academy of Accounting and Finance*

"Are You Allocating Resources Efficiently: A Quantitative Technique Can Enhance Your Evaluation," *Proceedings, International Conference on Multimedia & Telecommunications Management*

##### Robert Zelin

"Allocating Overhead: A Longitudinal Manufacturing Survey," with M. Slaubaugh, *Proceedings, American Society of Business and Behavioral Sciences*

"Using the Internet as a Resource in Auditing Courses," with J. Baird, *Proceedings, 1998 Allied Academies' National Conference*

### BUSINESS LAW FACULTY

#### JOURNAL ARTICLES

##### Penelope Herickhoff

"Homeowners Insurance Liability, Was It Expected or Intended?: The Courts Decide," *Midwest Law Journal*

##### Georgia Holmes

"Ergonomics," *A Reader's Guide to the Social Sciences*

"Health and Safety at Work," *A Reader's Guide to the Social Sciences*

### FINANCE, INSURANCE, AND REAL ESTATE FACULTY

#### JOURNAL ARTICLES

##### Henry Okleshen

"Valuing a Non-Publicly Traded Business: A Review and Update," with G. Mitenko, *Journal of Legal Economics*

##### Sanjay Ramchander

"Current Account and Fiscal Deficits: Evidence from Five Developing Economies of Asia," with E. Anoruo, *Journal of Asian Economics*

"Speculative Activity and Stock Market Volatility," with A. Chatrath and F. Song, *Journal of Economics and Business*

"Current Account and Fiscal Deficits: Evidence from India," with E. Anoruo, *Indian Economic Journal*

"Market Direction and Volume-Price Variability Relationships in Speculative Market," with R. Kamath, A. Chatrath and M. Chaudhry, *American Business Review*

##### Steve Wilcox

"International Diversification: Are the Benefits Dwindling?" with M. Huuonen, *American Association of Individual Investors (AAII) Journal*

"Taxes, Financing Decisions, and Firm Value," with E. Fama and K. French, *Journal of Finance*, abstract published in the *CFA Digest*

"Leads, Lags, and Trading in Global Markets," with M. Copeland and T. Copeland, *Financial Analysts Journal*, abstract published in the *CFA Digest*

"Growth versus Value and Large-Cap versus Small-Cap Stocks in International Markets," with W. Bauman, C. Conover, and R. Miller, *Financial Analysts Journal*, abstract published in the *CFA Digest*

### CONFERENCE PROCEEDINGS ARTICLES

##### Henry Okleshen

"Equity Delisting on the NYSE," with G. Mitenko, *Proceedings, Academy of Economics and Finance*

"A Modest Comment for the Improvement of Transferring Financial Information: Standardization of Notations," with G. Mitenko, *Proceedings, Academy of Economics and Finance*

##### Harry Thiewes

"Social Responsibility: Does It Pay?" with Loren Wenzel, *Proceedings, American Academy of Accounting and Finance*

### INTERNATIONAL BUSINESS FACULTY

#### JOURNAL ARTICLES

##### Anaam M. Hashmi

"U.S.—China Trade Relationship: Contemporary Analysis," *Current Research in Global Business*

### CONFERENCE PROCEEDINGS ARTICLES

##### Basil Janavaras

"Global Marketing Management System (GMMS): A Planned Approach to Market Entry and Competitiveness," *Proceedings, Conference on Globalization, The International Firm and Emerging Economies*

### MANAGEMENT FACULTY

#### JOURNAL ARTICLES

##### Brenda Flannery

"Environmental Ethical Decision-Making in the U.S. Metal Finishing Industry," with D. R. May, *Academy of Management Journal Special Forum on Organizations and the Natural Environment*, forthcoming

##### Marilyn Fox

"An Investigation of the Effects of Time and Involvement in the Relationship Between Stressors and Work-Family Conflict," with D. J. Dwyer, *Journal of Occupational Health Psychology*

##### John Kalinowski

"Critical Implementation Issues in Total Quality Management," with D. Shin and G. Elenein, *Advanced Management Journal*

##### Dooyoung Shin

"Assessing the Impact of Customer Satisfaction on Customer Retention," with K. Elliott, *The Journal of Marketing Management*

"Critical Implementation Issues in Total Quality Management" with J. Kalinowski and G.A. Elenein, *Advanced Management Journal*

### CONFERENCE PROCEEDINGS

#### ARTICLES

##### Brenda Flannery

"An Empirical Study of the Effect of Moral Intensity on Environment Ethical Decision Making," with D. R. May, *Academy of Management Best Papers Proceedings*, forthcoming

"Advancing Environmental Education in the Operations Management Curriculum," with C. Pragman, *Proceedings, Midwest Decision Science Institute*

##### Rakesh Kawatra

"A Lagrangean Based Heuristic for the Degree Constrained Minimal Spanning Tree Problem," *Proceedings, 1998 Annual DSI Conference*

##### Claudia Pragman

"Advancing Environmental Education in the Operations Management Curriculum," with B. L. Flannery, *Proceedings, Midwest Decision Science Institute*

##### Paul Schumann

"Ethical Dilemmas to Use with Business Simulations to Teach Business Ethics," with T. Scott and P.H. Anderson, *Proceedings, Developments in Business Simulation and Experiential Exercises*

"Maximizing Learning Gains in Simulations: Lessons from the Training Literature," with H. Miller, P.H. Anderson, and T. Scott, *Proceedings, Developments in Business Simulation and Experiential Exercises*

##### Timothy Scott

"Maximizing Learning Gains in Simulations: Lessons From the Training Literature," with H. Miller, P. Schumann, and P.H. Anderson, *Proceedings, Developments in Business Simulation and Experiential Exercises*

"Ethical Dilemmas To Use With Business Simulations to Teach Business Ethics," with P. Schumann and P.H. Anderson, *Proceedings, Developments in Business Simulation and Experiential Exercises*

"Threshold Solo Competitor (v. 2.0), A Windows-Based, Behaviorally-Oriented, Competitive, Total Enterprise Simulation," with P.H. Anderson, *Proceedings, Developments in Business Simulation and Experiential Exercises*

##### Dooyoung Shin

"Measuring Environmental Costs Using the Cost of Quality Framework," with H. Min, *Proceedings, 1998 DSI Conference*

"Assessing Student Satisfaction: An Approach to Help in the Development of Marketing Strategy for a University," with K. Elliott, *Proceedings, 1999 Midwest Business Administration Association*

"An Analysis of the Relationship Between Production Competence, Manufacturing Strategy Implementation, and Business Performance," with J. Kalinowski, *Proceedings, 1998 DSI Conference*

##### Miles Smayling

"A Comparison of Student Performance on a Business Simulation and Other Course Outcomes," *Proceedings, 1999 Annual Meeting of the American Society of Business and Behavioral Sciences*

### MARKETING FACULTY

#### JOURNAL ARTICLES

##### Linda Anglin

"An Investigation of Retail Shopping Situations," with J. Stoltman and F. Morgan, *International Journal of Retail and Distribution Management*

##### Kevin Elliott

"Assessing the Impact of Customer Satisfaction on Customer Retention," with D. Shin, *The Journal of Marketing Management*

##### Li Zhang

"Business Ethics in China: A Cognitive Model," *Journal of the Minnesota Academy of Science*

### CONFERENCE PROCEEDINGS ARTICLES

##### Kevin Elliott

"Assessing Student Satisfaction: An Approach to Help in the Development of Marketing Strategy for a University," with D. Shin, *Proceedings, 1999 Marketing Management Association*

"Criteria Used in the Selection of a Comprehensive Public University: What Are the Marketing Implications?" with J. R. Kuzma and A. T. Kuzma, *Proceedings, 1998 American Society of Business and Behavioral Sciences*

##### Ann Kuzma

"Criteria Used in the Selection of a Comprehensive Public University: What Are the Marketing Implications?" with K. Elliott and J. Kuzma, *Proceedings, American Society of Business and Behavioral Sciences*

##### John Kuzma

"Criteria Used in the Selection of a Comprehensive Public University: What are the Marketing Implications?" with K. Elliott and A. Kuzma, *Proceedings, American Society of Business and Behavioral Sciences*



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