Academic and Business Research Institute
International Conference
Hawaii 2014
June 12 - 13, 2014

Sheraton Princess Kaiulani Waikiki Beach
Registration Deadline May 12, 2014

Conference information available
at www.aabri.com/HC2014.html
or email: conference@aabri.com

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Quality academic journals and conferences

CONFERENCE PROGRAM

Hosted at the Sheraton Princess Kaiulani Waikiki Beach
June 12 - 13, 2014

www.aabri.com/HC2014.html

Contents

Conference Registration Desk Schedule

The registration desk will be located on the fourth floor by the conference presentation rooms.

Thursday,   9:00 AM – 2:00 PM
Friday,   7:30 AM – 2:00 PM

If you do not get to registration before your scheduled presentation time, please make your presentation and register at the next scheduled time.

Presentation Facilities and Time Limits

Each presentation room is equipped with a Windows based notebook computer with Microsoft office 2007, a projector and speakers. There will be internet access on the presentation computers. Bring your presentations on a USB drive. The computers do not have internal DVD drives. An external DVD drive is available at the conference registration desk if needed. Presentations are limited to FIFTEEN minutes. Long presentations take time away from other presenters. Please be courteous and keep your presentation to fifteen minutes or less. The session chairs will tell you when you have five minutes left, two minutes left, and 30 seconds to wrap up.

Call for Papers – Upcoming AABRI Conferences

Please join us at one of our upcoming AABRI international conferences. See the individual conference websites for complete information on each conference –

AABRI International Conference Las Vegas 2014, October 9 - 11, 2014
www.aabri.com/LV2014.html
Location – Harrah's Resort and Casino
Registration Deadline - September 11, 2014

AABRI International Conference Orlando, January 2-3, 2015
www.aabri.comn/OC2015.html
Location – Embassy Suites International Drive South
Registration Deadline – December 5, 2014

AABRI International Conference Savannah, March 26 – 28, 2015
www.aabri.com/SC2015.html
Location – Inn at Ellis Square
Registration Deadline – February 28, 2015

AABRI Contact Information

For problems with your hotel room or hotel reservation please contact the hotel desk. For conference-related concerns please see one of the conference staff at the registration desk or ask the hotel desk to contact one of us for you. AABRI contact information is located on the www.aabri.com website. Individual AABRI staff contact information is on the business cards included in the registration package**.**

The AABRI office phone is (904)435-4330. All messages left on the office phone voice mail are immediately emailed to AABRI staff and will be returned as quickly as possible.

No-Cost Journal Review of Conference Papers

All completed manuscripts presented at AABRI conferences are automatically submitted for review by AABRI reviewers for possible publication in one of our Cabell's-listed academic journals (review fee waived, normal publication fees apply if accepted). Authors presenting abstracts or works-in-progress will also receive a no-cost manuscript review when the paper is completed. Contact AABRI for details.

Presentation Schedule

Thursday Morning-   **9:30 AM – 11:50 AM**

Session 1   Education/Instructional Pedagogies   Ilimi Room
     Session Chair – Gina Almerico, University of Tampa

     HC14001 - Cornelious, Linda: Mississippi State University: *Perceptions regarding online support, illness, information, and awareness of women with gynecologic cancers.*
     HC14005 - Furutan, Omid: University of La Verne: *Teaching Principles of Management through Experiential and Service Learning.*
     HC14013 - Almerico, Gina: University of Tampa: *Character Development through Literacy and Literature.*
     HC14020 - Blair, Jennifer: Arizona State University: *Predicting Success In Nursing Programs.*
     HC14022 - Herrera, Cheryl: Arizona State University: *Predicting Success In Nursing Programs.*
     HC14030 - Cripps, Tony: Nanzan University: *Teaching with technology: Mobiles, MOOCs and beyond.*
     HC14044 - Elsbree, Anne Rene: California State University San Marcos: *Digital Age Learning in a Secondary Teacher Preparation Program.*
     HC14052 - Sauers, Daniel: Winona State University: *Faculty and Student Opinion Regarding Plus/Minus Grading.*

Thursday Morning-   **10:00 AM – 11:50 AM**

Session 2   Management/Marketing/MIS   Kahili Room
     Session Chair – Abe Harraf, University of Northern Colorado

     HC14012 - Bush, Jan: University of Hanover: *Use of neural networks to improve energy efficiency in production.*
     HC14018 - Furumo, Kimberly: University of Hawaii at Hilo: *Differences between male and female communications and conflict management styles in virtual teams.*
     HC14029 - Alhoqail, Saad: University of Texas at Arlington: *The Effect of Feeling the Sense of Power on Donation.*
     HC14036 - Harraf, Abe: University of Northern Colorado: *Attributes of Organizational Agility.*
     HC14040 - Pak, Sungjae: Nakamura Gakuen University: *A Study on Low-Cost Carriers in Japan.*
     HC14047 - Mattie, Angela: Quinnipiac University: *The False Claim Acts broad-reach to substandard healthcare: Recommendations to organizations.*

Thursday Afternoon-   **12:00 PM - 2:00 PM**

Session 3   Accounting/Finance/Economics   Ilimi Room
     Session Chair – Tam Vu, University of Hawaii at Hilo

     HC14002 - Wertheim, Paul: Abilene Christian University: *Evidence on the Auditor's Effectiveness in Assessing Going-Concern for a Period Not to Exceed One Year.*
     HC14003 - Wertheim, Paul: Abilene Christian University: *Are There Industry Differences in the Level of Auditor Conservatism? Evidence From Type II Audit Errors.*
     HC14009 - Vu, Tam: University of Hawaii at Hilo: *Visual Artists and Economic Development in Hawaii.*
     HC14025 - Alzomaia, Turki: King Saud Unviersity: *Integrated Market and Credit Risk for Bank Portfolio.*
     HC14027 - Rainish, Robert: University of New Haven: *Global Financial Model of the Value Chain.*
     HC14031 - Mensz, Pawel: University of New Haven: *Global Financial Model for Value Chain.*
     HC14043 - Mohs, James: University of New Haven: *Global Financial Model for the Value Chain*
     HC14033 - Kinkela, Katherine: Iona College: *United States Accounting, Social Audits and Sustainability: Will COSO Help Corporations Make the Connection?.*

Session 4   Management/Marketing/MIS   Kahili Room
        Session Chair - Iraj Mahdavi, National University

        HC14010 - Collier, David: FGCU: *The Cost of Pricing Mistakes in B2B Environments.*

        HC14019 - Mahdavi, Iraj: National University: *Corporate Social Responsibility: Evolving New Role?*

        HC14023 - Sun, Yi: California State University San Marcos: *An Empirical Study of Adoption and Loyalty of Multiplayer Online Video Games Players.*
        HC14045 - Girard, John: Minot State University: *Is there Value in Study Abroad for Business Students?*

Friday Morning-   8:00 AM – 9:50 AM

Session 5   Accounting/Finance/Economics   Ilimi Room
        Session Chair – Kirk Philipich, University of Michigan

        HC14016 - Nikolaev, Boris: Oxford College of Emory University: *How large are the non-monetary returns to a higher degree?.*
        HC14028 - He, Haihong: California State University, Los Angeles: *Cost behavior of selling, general, and administrative costs and cost of goods sold during economic recession.*
        HC14032 - Bhaskar, Vashishta: Duquesne University: *Hedging Premiums and Returns to Speculators in Commodity Markets.*
        HC14038 - Estes, Brent: Sam Houston State University: *Earnings management strategies in professional sports: How creative accounting is ruining the games we love.*
        HC14046 - Philipich, Kirk: University of Michigan - Dearborn: *On the Use of Market Derived Estimates of Contingent Losses: The Case of Data Breaches.*
        HC14050 - Wang, Ming: Cal State University, LA: *Determinants of Inward Foreign Direct Investment Flow to Africa.*

Friday Morning-   10:00 AM – 11:50 AM

Session 6   Education/Instructional Pedagogies   Ilimi Room
        Session Chair – Gilda Agacer, Monmouth University

        HC14004 - Zhang, Jiabei: Western Michigan University: *A Descriptive profile of Adapted Physical Activity Research Using Single Subject Experimental Designs.*
        HC14034 - Aljaroudi, Majda: King Saud University: *The active role of teacher's in managing effective classroom environment for high school students from the viewpoint of the teachers.*
        HC14039 - Amador-Lankster, Clara: National University: *Evaluating Educational Effectiveness in Learning by Doing in Public Schooling in Antioquia.*
        HC14048 - Al Nassir, Mona: University of Northern Iowa: *Current Literacy Skills, Practices, and Dispositions of Teachers: A Case Study.*
        HC14051 - Agacer, Gilda: Monmouth University: *Designing an online in-house Major Field Learning Test.*

Session 7   Management/Marketing/MIS   Kahili Room
        Session Chair – William Bleuel, Pepperdine University

        HC14007 - Monahan, Michael: Frostburg State University: *E-Commerce on the Subcontinent: How Indian Consumers will Shape Demand s.*
        HC14008 - Hood, Jacqueline: University of New Mexico: *Impact of attachment style on types of workplace bullying.*
        HC14037 - Bleuel, William: Pepperdine University: *An Examination of the differences between Survey stats and comments.*
        HC14041 - Agrawal, Girish Kumar: Institute of Rural Management Anand: *Group affiliation advantage-policy favors, market imperfections and internal capital market.*

HC14053 - Seaton, L. Jeff: Murray State University: *Generationally Bound Rationality" Perceptions of Sexual Harassment"*.

Friday Afternoon-   12:00 PM – 2:00 PM

Session 8   Education/Instructional Pedagogies   Ilimi Room
Session Chair – Sozan Omar, King Saud University

HC14014 - Rajdev, Usha: Marymount University: *Pre-service teachers STEMing at Fort Belvoir Elementary School, VA*.
HC14024 - Serdyukova, Nataliya: National University: *E-pedagogy: a model for online education*.
HC14035 - Omar, Sozan: King Saud University: *The level of inclusion of the essential features of inquiry in the scientific activities included in highschool chemistry textbooks: An analytical study*.
HC14042 - Letowski, Jerzy: Western New England Universisty: *Doing database design with MySQL*.
HC14057 - Yang, Yan: University of West Georgia: *Who Seek Help, and What Types of Help in Online Learning?*.

Session 9   General / Overflow Session   Kahili Room
Session Chair – Sameeksha Sharma, Indian Institute of Management Indore

HC14021 - Masterfano, Michele: Drexel University: Campus Sponsorship: Racing into two markets at once.
HC14026 - Morris, Tom: University of San Diego: PolyMet Mining Company.
HC14054- Sharma, Sameeksha: Indian Institute of Management Indore: Communication platform in corporate social responsibility.
HC14056 - Friday, Swint: Texas A&M University Corpus Christi: Seasonality in the Thai Stock Index.

Best Paper Awards

For all AABRI conferences, AABRI journal editors and advisory board members are requested to review completed papers submitted and select Best Paper of Track Awards for each presentation track along with a Best Paper of Conference award. The Best Paper of Conference Award winning author receives a no-cost review of the manuscript for journal publication. If the paper is accepted publication fees are waived. Additionally, the author is invited to attend a future AABRI conference with the conference fee also waived. The following are the 2014 Hawaii conference Best Paper Award winners:

BEST PAPER OF CONFERENCE AWARD WINNER

Kinkela, Katherine; Iona College; *United States Accounting, Social Audits and Sustainability: Will COSO Help Corporations Make the Connection?*

BEST PAPER OF TRACK – ACCOUNTING / FINANCE / ECONOMICS TRACK

Mensz, Pawel; Mohs, James; Rainish, Robert; University of New Haven; *Global Financial Model of the Value Chain*;

BEST PAPER OF TRACK – EDUCATION / INSTRUCTIONAL PEDAGOGIES TRACK

Almerico, Gina; University of Tampa; *Character Development through Literacy and Literature*

BEST PAPER OF TRACK – MANAGEMENT / MARKETING / MIS TRACK

Furumo, Kimberly; University of Hawaii at Hilo; *Differences between male and female communications and conflict management styles in virtual teams*

Presenters and Participants

The following table lists all registered conference presenters and participants in alphabetical order by last name.

Last Name	First Name	University	Track	Session
Agacer	Gilda	Monmouth University	Education/Instructional Pedagogies	**6**
Agrawal	Girish Kumar	Institute of Rural Management Anand	Management/Marketing/MIS	**7**
Al Nassir	Mona	University of Northern Iowa	Education/Instructional Pedagogies	**6**
Alghtani	Othman Ali	Tabuk University	Not Presenting	NP
Alhoqail	Saad	University of Texas at Arlington	Management/Marketing/MIS	2
Aljaroudi	Majda	King Saud University	Education/Instructional Pedagogies	6
Almerico	Gina	University of Tampa	Education/Instructional Pedagogies	1
Almounsor	Abdullah	Albaha University	Not Presenting	NP
Alzomaia	Turki	king Saud Unviersity	Accounting/Finance/Economics	3
Amador-Lankster	Clara	National University	Education/Instructional Pedagogies	6
Bhaskar	Vashishta	Duquesne University	Accounting/Finance/Economics	5
Blair	Jennifer	Arizona State University	Education/Instructional Pedagogies	1
Bleuel	William	Pepperdine University	Management/Marketing/MIS	7
Bush	Jan	University of Hanover	Management/Marketing/MIS	2
Collier	David	FGCU	Management/Marketing/MIS	4
Cornelious	Linda	Mississippi State University	Education/Instructional Pedagogies	1
Cripps	Tony	Nanzan University	Education/Instructional Pedagogies	1
Elsbree	Anne Rene	California State University San Marcos	Education/Instructional Pedagogies	1
Estes	Brent	Sam Houston State University	Accounting/Finance/Economics	5
Friday	Swint	Texas A&M University Corpus Christi	Accounting/Finance/Economics	9
Furumo	Kimberly	University of Hawaii at Hilo	Management/Marketing/MIS	2
Furutan	Omid	University of La Verne	Education/Instructional Pedagogies	1
Girard	John	Minot State University	Management/Marketing/MIS	4
Harraf	Abe	University of Northern Colorado	Management/Marketing/MIS	2
He	Haihong	California State University, Los Angeles	Accounting/Finance/Economics	5
Herrera	Cheryl	Arizona State University	Education/Instructional Pedagogies	1
Hood	Jacqueline	University of New Mexico	Management/Marketing/MIS	7
Idowu	Benjamin Opeyemi	Akdeniz Karpaz Universitesi	Not Presenting	NP
Kinkela	Katherine	Iona College	Accounting/Finance/Economics	3
La Pira	Frank	IESEG School of Management, Paris	Not Presenting	NP
Letowski	Jerzy	Western New England Universisty	Education/Instructional Pedagogies	8
Levin	Daniel	Minnesota State U, Mankato (retired)	Not Presenting	NP
Mahdavi	Iraj	National University	Management/Marketing/MIS	4
Masterfano	Michele	Drexel University	Case	9
Mattie	Angela	Quinnipiac University	Management/Marketing/MIS	2
Mensz	Pawel	University of New Haven	Accounting/Finance/Economics	3
Mohs	James	University of New Haven	Accounting/Finance/Economics	3

Monahan	Michael	Frostburg State University	Management/Marketing/MIS	7
Morris	Tom	University of San Diego	Case	9
Nikolaev	Boris	Oxford College of Emory University	Accounting/Finance/Economics	5
Omar	Sozan	King Saud University	Education/Instructional Pedagogies	8
Pak	Sungjae	Nakamura Gakuen University	Management/Marketing/MIS	2
Philipich	Kirk	University of Michigan - Dearborn	Accounting/Finance/Economics	5
Rainish	Robert	University of New Haven	Accounting/Finance/Economics	3
Rajdev	Usha	Marymount University	Education/Instructional Pedagogies	8
Sauers	Daniel	Winona State University	Education/Instructional Pedagogies	1
Seaton	L. Jeff	Murray State University	Management/Marketing/MIS	7
Serdyukova	Nataliya	National University	Education/Instructional Pedagogies	8
Sharma	Sameeksha	Indian Institute of Management Indore	Management/Marketing/MIS	9
Sun	Yi	California State University, San Marcos	Management/Marketing/MIS	4
Vu	Tam	University of Hawaii at Hilo	Accounting/Finance/Economics	3
Wang	Ming	California State University, Los Angeles	Accounting/Finance/Economics	5
Wertheim	Paul	Abilene Christian University	Accounting/Finance/Economics	3
Yang	Yan	University of West Georgia	Education/Instructional Pedagogies	8
Zhang	Jiabei	Western Michigan University	Education/Instructional Pedagogies	6

Session Chairs

The following individuals are serving as Session Chairs for Conference Hawaii 2014:

Session 1   Gina Almerico   University of Tampa
Session 2   Abe Harraf   University of Northern Colorado
Session 3   Tam Vu   University of Hawaii at Hilo
Session 4   Iraj Mahdavi   National University
Session 5   Kirk Philipich   University of Michigan
Session 6   Gilda Agacer   Monmouth University
Session 7   William Bleuel   Pepperdine University
Session 8   Sozan Omar   King Saud University
Session 9   Sameeksha Sharma   Indian Institute of Management Indore

Session chairs are responsible for starting their session on time, having all presenters introduce themselves to each other and the other attendees of the session, holding each presenter to a fifteen-minute presentation, leading a twenty-minute discussion session after presentations, and adjourning the session on time. Please cooperate with session chairs and help them keep your session on schedule.

Academic and Business Research Institute Journals

The Academic and Business Research Institute supports the research and publication needs of business and education faculty. AABRI journals accept submissions in education, ethics, technology and all business fields. Click on the Journals link on the www.aabri.com website to see which of our journals serves your publication needs or click below to access the individual journals directly.

Academic and Business Research Institute (AABRI) journals have been accepted to be part of the EBSCOhost and ProQuest databases along with the Directory of Open Access Journals (DOAJ) and Cabell's Directory of Publishing Opportunities. AABRI publishes the following peer-reviewed academic journals:

- Journal of Academic and Business Ethics
- Journal of Behavioral Studies in Business
- Journal of Business Cases and Applications
- Journal of Case Research in Business and Economics
- Journal of Case Studies in Accreditation and Assessment
- Journal of Case Studies in Education
- Journal of Criminal Justice Research
- Journal of Finance and Accountancy
- Journal of Instructional Pedagogies

- Journal of International Business and Cultural Studies
- Journal of Legal Issues and Cases in Business
- Journal of Management and Marketing Research
- Journal of Sustainability and Green Business
- Journal of Technology Research
- Research in Business and Economics Journal
- Research in Higher Education Journal

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Journal Submission of Conference Papers

Conference proceedings of Academic and Business Research Institute conferences are not copyrighted. Copyright for the manuscripts in the proceedings is owned by the individual authors of the papers. AABRI understands that it is the intent of most conference participants to use the conference as a means to get constructive criticism of their research so it may be improved to journal-publication quality. AABRI conference participants are free to submit their manuscripts for journal publication without copyright concerns.

All completed manuscripts presented at Academic and Business Research Institute conferences are automatically submitted for review by AABRI reviewers for possible publication in one of our Cabell's-listed academic journals (review fee waived, normal publication fees apply if accepted). To be eligible for automatic review manuscripts must be original and meet AABRI journal submission formatting requirements. AABRI will determine which of our journals is the most appropriate for conference submissions in accordance with the conference track of the paper/presentation submitted. If you do not want your paper submitted for review please email us at editorial.staff@aabri.com.

Additionally, all conference participants who did not submit a completed manuscript to the conference may submit their manuscripts when completed to one of our academic journals (review fee waived, normal publication fees apply if accepted) subject to the following conditions:

• The conference participant must be the author or coauthor of the manuscript.
• Only one no-review-fee submission per conference participant.
• Normal publication fees apply.
• Manuscripts must meet AABRI journal submission formatting requirements (below). Manuscripts not meeting these requirements will be returned without review.
• Use your conference registration number (HC14XXX) as your receipt number on the AABRI Journal Manuscript Submission Form. Submissions not including the registration number will not be reviewed. Only one manuscript per conference registration number.

AABRI Journal Submission Formatting Requirements

All papers submitted to all journals must meet the following requirements. Please check each bullet point as you review your manuscript prior to submission:

- Files must be submitted in Microsoft Word or RTF format.
- All manuscripts must be single-spaced.
- The title must be bold, black, 16 point Times New Roman font, maximum of 12 words, single spaced, and centered on the top line(s) of the title page only. Capitalize only the first word of the title, acronyms and proper nouns in the title.
- The remainder of the manuscript must be black 12 point Times New Roman font and left aligned.
- List all authors with their organizational affiliations on the title page immediately following the title. Author information as follows (Centered, 12 point font, not bolded - note no email addresses or other contact information are included):

<div align="center">

Author 1 name
Author 1 organization

Author 2 name
Author 2 organization

</div>

- DO NOT LIST AUTHORS ANYWHERE ELSE IN THE MANUSCRIPT. Manuscripts are blind reviewed. Manuscripts are assigned a tracking number and title pages are separated from manuscripts before they are sent to the reviewers.
- All manuscripts must include a maximum 250 word abstract on the title page immediately following the author(s)' names. Do not bold or italicize abstract.
- Add a list of 5-6 keywords one line below the abstract. Skip one line after the abstract then begin with Keywords: then list the keywords on the same line, separated by commas. DO NOT BOLD.
- Start the introduction on the page following the title page.
- Margins must be 1 inch all around on all pages. THIS INCLUDES ALL TABLES, GRAPHS, and FIGURES.
- Manuscripts must be written in third person. Do not use I, we, me, our, etc.
- Include a right-aligned running footer with the first 3 or 4 words of the title starting on the title page. Footer must be in 12 point Times New Roman font. DO NOT USE ITALICS. DO NOT NUMBER PAGES.
- Left align and bold all section headers and subheaders. Leave one line before and one line after section headers and subheaders. Section headers should be all caps. Section subheaders should be mixed case.
- Do not use bold text anywhere else in the manuscript. Do not use italics anywhere in the document except in the reference list according to APA formatting requirements.
- Indent paragraphs .5 inches, do not leave a line between paragraphs. This includes the abstract.
- APA formatting is preferred for citations and references. However, any accepted academic formatting style (MLA, Turabian, Chicago etc.) is acceptable. Regardless of the formatting style used, a bibliography/reference list must be included at the end of the manuscript. DO NOT MIX FORMATTING STYLES IN THE TEXT. DO NOT USE ENDNOTES.
- Manuscripts must be adequately cited and referenced using academically-appropriate sources. Papers not copiously cited and referenced are not acceptable for publication. This includes case studies.
- All graphics, charts and tables must be in an appendix at the end of the manuscript and referenced in the text.. State "as indicated in Table 1 (Appendix)". Do not state "Insert Table 1 Here".
- All pages must be in portrait orientation in the document. If graphs or pictures are too wide for portrait orientation the author must resize or rotate 90 degrees.
- Maximum standard manuscript length is 40 pages including reference list and appendices. To submit a manuscript greater than 40 pages for review, please contact the editorial.staff@aabri.com prior to submission.

- Maximum file size is 1 megabyte. Please limit the size and number of graphics imbedded in your manuscript. Files exceeding 1megabyte are subject to a publishing fee surcharge.
- All papers must be original and not previously published documents. Papers published in conference proceedings are acceptable if the proceedings are not copyrighted or a copyright release is provided by the author(s).
- Effective August 2012, all papers will be submitted to an online plagiarism detection website to verify authenticity. Papers are expected to have an originality index of less than 10% non-original. Papers exceeding 10% (excluding quotes and bibliography) will be returned to the author for revision and resubmission. Please see the Plagiarism section on the Publication Policy page.
- As a condition of acceptance of a submission in consideration for publication in an AABRI journal, all submitting authors agree to become reviewers on two papers submitted by other authors for publication consideration and to respond to review requests with comments within 30 days of receipt of such request.
- AABRI will not publish papers containing profanity, racially or ethnically degrading statements, sexual content, political endorsements or criticisms, religious endorsements or criticisms, or personal attacks on any individual or organization.
- AABRI reserves the absolute right to refuse publication of any reviewed submission without cause. AABRI reserves the right to remove from publication any previously accepted and published submission without cause.

Please review the Submissions Procedures and Submission Requirements found on the www.aabri.com website prior to submitting manuscripts for updated information.

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