

**Business Research Consortium of Western New York
Twelfth Annual Conference
Niagara Falls Conference and Convention Center
101 Old Falls St. Niagara Falls, NY 14303
April 22, 2017**

7:30a-9:00a	Registration and Continental Breakfast	Cataract Room
9:15a-10:30a	Concurrent Sessions	Governors Olmsted Schoellkopf Hennepin
10:30a-10:45a	Break	
10:45a-12:15p	Concurrent Sessions	Governors Olmsted Schoellkopf Hennepin
12:15p-1:30p	Lunch	
1:45p-3:15p	Concurrent Sessions	Governors Olmsted Schoellkopf Hennepin
3:15p-3:30p	Break	
3:30p-5:00p	Concurrent Sessions	Governors Olmsted Schoellkopf Hennepin
5:00p-5:45p	BRC Board of Directors Meeting	Chairmans

Session Papers

Concurrent Session 1 (9:15a-10:30a)

Session 1A: Teaching and online education
Session Chair: Lynn Fish

Governors

Online teaching: Myths, misconceptions and the cold hard reality.
Carol Fischer and Michael Fischer

Instructor perspectives of online versus face-to-face education at a Jesuit institution.
Lynn Fish and Coral Snodgrass

Using cases in the 21st century classroom: How emerging web-based technologies can improve teaching pedagogies. Todd Palmer and Jim Mahar

Session 1B: Empirical Studies – Economics
Session Chair: Thomas Cone

Olmsted

An asset market with backwards effects of supply on price. Thomas Cone

Directed technical change: A macro perspective on life cycle earnings profiles.
Randy Cragun, Robert Tamura and Michal Jerzmanowski

Session 1C: Environmental Ethics and Sustainability
Session Chair: Mustafa Canbolat

Schoellkopf

Business environmental obligations.
Richard Robinson

On the use of necessary conditions analysis for environmental performance measures
Mustafa Canbolat and James Cordeiro

Mental models, biased information processing and environmental sustainability
Edward J. Garrity

Session 1D: Empirical Studies in Business
Session Chair: Jay Walker

Hennepin

A willingness to buy electric cars: Exploring America's perception.
Carter Anderson

Beer purchase decisions & consumption behavior.
Christy A. Williams and Paul G. Barretta
The collegiate effects of going Greek: Exploiting information on membership plans.
Wesley Routon and Jay Walker

Delayed again? A statistical analysis of flight delays through the Buffalo Niagara International Airport.
Alyssa Wadsworth, Marlo Brown, and Ann Rensel.

Concurrent Session 2 (10:45a-12:15p)

Session 2A: Cases in Business Education

Governors

Session Chair: Vincent Agnello

A case study for teaching business valuation of privately-held companies.

Hugh Lambert

Case study: Robin Hood or Criminal? The case of a bank loan officer.

Vincent Agnello and Joseph Winter

Adoption of nanotechnology in the steel industry. Mark Parker

Session 2B: Financial Risk Assessment

Olmsted

Session Chair: Julie Fitzpatrick

An empirical analysis of the municipal bond ratings for general purpose governments in New York state: 2014.

Julia Anna Golebiewski, George Palumbo, and Mark Zaporowski

Does institutional outperform retail? Performance comparisons of mutual funds using traditional measures.

Mehmet Sencicek

Stock splits and cash flows: A new test of the signaling hypothesis.

Julie Fitzpatrick and Tai David Yi

Session 2C: International Perspectives

Schoellkopf

Session Chair: Weidong Rong

Social ties view of Guanxi in personal sales context.

Weidong Rong and Mary Ellen Zuckerman

Ethical Similarities of trading partners: Social comparison theory.

John Keiser

Session 2D: Topics in Finance

Hennepin

Session Chair: John Susenberger

Financially at risk: A look at college students' credit card usage.

Manimoy Paul, James Nolan, and Andrea Smith-Hunter.

Show me the money! What is a win worth in baseball?

James Goldstein and Paul Sauer

Days in working capital.

John Susenberger

Concurrent Session 3 (1:45p-3:15p)

Session 3A: Education Quality, Engagement, and Outcomes

Governors

Session Chair: Barry Friedman

Linking school of business strategy, quality and impact.

Thomas Tribunella and Barry Friedman

Student engagement: A predictor of success in graduate business education.

Stephanie Nesbitt, Matthew Marmet, and Tracy Balduzzi

Bi-country virtual team interaction and coordination impact on learning.

Ronald Rivas, Joseph O'Donnell and Paul Sauer

Session 3B: Teaching Business Ethics

Olmsted

Session Chair: Vincent Agnello

Integrating values/social responsibility into a management & organizational behavior course.

John Stevens

The learning of business ethics: Does it occur in the classroom or is it a more comprehensive approach?

Vincent Agnello, Ian Burt and Joseph Winter

Pathological Altruism and foreign aid: Applications for teaching business ethics.

Charles Coate, James Mahar and Mark Mitschow

Session 3C: Topics in Economics

Schoellkopf

Session Chair: Thomas Cone

Pushing the limits: Differential calculus and preference measurement with large risks.

Joseph Eisenhauer

Learning Dynamics with unobserved regimes.

Thomas Cone

Session 3D: Value Creation in Finance

Hennepin

Session Chair: Michael Gallagher

Market returns for overlapping generations. Yuxing Yan

A case study of a takeover decision: Value creation or value degradation.

Craig Arcuri and Susan Wright

Price Bubbles: Financial assets and tuition.

Michael Gallagher

Concurrent Session 4 (3:30p-5:00p)

Session 4A: Diversity and Human Resource Management
Session Chair: Thomas Rossi

Governors

The relationship of national effective governance, leadership diversity, female educational attainment with healthcare outcomes. Tannista Banerjee, Paula Bobrowski and Barry Friedman

Generational Diversity in today's workforce.
Joseph Winter and William Kennelly

Nonsupervisory Employees' perceptions of organizational culture and morale in SMEs served by PEOs.
Thomas Rossi

Session 4B: Accounting Topics
Session Chair: Carol Fischer

Chairmans

Voluntary Sustainability report assurance by the Fortune 100.
Michael Fischer, Carol Fisher, and Matthew Bizzaro

Referent points and taxpayers' compliance: Insights into taxpayers' risk preferences for honest reporting.
Ian Burt, Jay Walker and Lynda Thorne

A Rubric for Assessing Managerial Influence and Accounting Discretions On Audit Independence and Audit Quality. Susan Wright and Hema Rao.

What was the financial impact from the Great Recession on the colleges in the Business Research Consortium of Western New York. Lawrence Hudack

Session 4C: Marketing Studies
Session Chair: Guy Gessner

Schoellkopf

Restructuring of U.S. channels of distribution for apparel retailing result from the emergence of marketplaces.
Guy Gessner

How is this movie going to do?
Mustafa Canbolet, Kyongsei Sohn and John Gardner

Creating a market of rural homemakers.
Mary Ellen Zuckerman

Session 4D: Social Media
Session Chair: Melissa Waite

Hennepin

Consumer perceptions of advertisement on Snapchat.
Erin O'Rourke and Lawrence Hayes

Exploring social media marketing strategies to engage generation Y consumers.
Christopher Tingley

When social media policy broadsides federal labor laws: An era of strong-arming by the National Labor Relations Board. Melissa Waite

(Continued)

Session 4E: Critical Perspectives
Session Chair: Richard Robinson.

Olmsted

Managerial processors for virtue or maleficence.
Richard Robinson

(Cont.)
Avoiding predatory publishers.
Joseph Eisenhauer

Private Provision of Fishery Management
Joel Kincaid