



2012

ANNUAL CONFERENCE: CONCURRENT SESSIONS

International Assembly
for Collegiate Business Education

*Accountability
in Business and
Business Education*



April 18-20, 2012
Kansas City Downtown Marriott
Kansas City, Missouri, USA

2012 Annual Conference: Concurrent Sessions – Final

Wednesday | April 18

Session 1

8:30 am to 9:45 am

Topic	Presenter(s)	Location
Developing a Strategic Program Assessment Tool in Social Entrepreneurship: Best Practices in the Field	Michele Klich Wayte, <i>North Park University (IL)</i>	Andy Kirk A&B
Was Ghoshal Right? Management Theory and Corporate Morality: Is There a Relationship?	Patricia Ryan, <i>Ashford University (IA)</i>	Julia Lee A&B
Online Versus Residential Exam Performance: A Comparative Assessment	Jena Shafai and Majid Nabavi, <i>Bellevue University (NE)</i>	Benny Moten A&B
A Method for On-Going Faculty Development for a Dispersed Faculty	David San Filippo and Robert Benway, <i>National-Louis University (IL)</i>	Mary Lou Williams A&B
A Reevaluation of Incentives in Executive Compensation	Srikant Raghavan and Padmini Raghavan, <i>Lawrence Technological University (MI)</i>	Lester Young A

Session 2

10:15 am to 11:30 am

Topic	Presenter(s)	Location
Global Business Entrepreneur: Successful Professional Leader and Responsible Citizen	Charles F. Piazza, <i>John F. Kennedy University (CA)</i>	Andy Kirk A&B
State Authorization: Why It Matters to Business Programs	Pamela Shay, <i>Franklin University (OH)</i>	Julia Lee A&B
Designing a Business Capstone Exam to Measure Student Learning Outcomes for Continuous Improvement	Alexander Ma, Jane LeClair, and Li-Fang Shih, <i>Excelsior College (NY)</i>	Benny Moten A&B
Surviving Turbulent Times: The Marketing of Higher Education	Laurie Yates, <i>Eastern Oregon University (OR)</i>	Mary Lou Williams A&B
Back to the Future: Accountability in Institutional Performance/Best Practices in the Design and Use of Case Studies	Gerhard R. Plaschka, <i>Capsim Business Simulations</i>	Lester Young A

2012 Annual Conference: Concurrent Sessions

Wednesday | April 18 (Cont'd)

Session 3

1:45 pm to 3:00 pm

Topic	Presenter(s)	Location
A Comparison of the Ways in which Dow-Jones Industrial (DJI) Corporations are Addressing and Reporting Accountability for Sustainability	Meg Galligan, <i>Shepherd University (WV)</i> and Robert Scully, <i>Barry University (FL)</i>	Andy Kirk A&B
The Triple Bottom Line: An Indispensable B-School Required Course for MBA Candidates to Ensure their Own Sustainability in an Increasingly Complex Business Environment	Ryan D. Butt, <i>Lourdes University (OH)</i>	Julia Lee A&B
Best Practices in Creating Engaging Case Studies and Assessing Student Performance In Online/Hybrid MBA Courses	Rosemary Hartigan and Richard A. Pauli, <i>University of Maryland University College (MD)</i>	Benny Moten A&B
Who is Our Customer? Building Programs that Ensure Accountability to the End User	Donald Christian, <i>Concordia University-Texas (TX)</i>	Mary Lou Williams A&B
Assessing Learning in Internships	Jeffery Reed, <i>Marian University (WI)</i>	Lester Young A

Session 4

3:30 pm to 4:45 pm

Topic	Presenter(s)	Location
Is Business Education Academically Adrift? Discussing Public Criticisms and Potential Responses	Steve Brewer, <i>College of Saint Mary (NE)</i>	Andy Kirk A&B
Exploring the Topics of Accountability and Corporate Governance in MBA Programs: The Servant Leadership Test	Martha M. Geaney, <i>Felician College (NJ)</i>	Julia Lee A&B
Program Assessment through Testing, and MBA Prerequisite Courses	Rob Holt, <i>Ivy Software, Inc.</i>	Benny Moten A&B
Lessons Learned from International Partnerships	JoAnn Linrud and Gary Ross, <i>Minot State University (ND)</i>	Mary Lou Williams A&B
How to Manage and Motivate "Generation Y" Students in the Process of Apprenticeship	Fady Fadel, <i>American Business School-Paris (France)</i>	Lester Young A

2012 Annual Conference: Concurrent Sessions

Thursday | April 19

Session 5

10:30 am to 11:45 am

Topic	Presenter(s)	Location
Do You Have the Best Available Resource in the World Teaching Your Online Course?	Kathleen Naasz, <i>Centenary College (NJ)</i>	Andy Kirk A&B
Corporate Social Responsibility and Sustainability: The New Bottom Line?	Michael Fontaine, <i>National-Louis University (IL)</i>	Julia Lee A&B
IACBE Study-Abroad Consortium: Your Pathway to Building a Global Campus Network	Gary Smith and Keith LaSota, <i>Keuka College (NY)</i>	Benny Moten A&B
Accountability Reform and the Higher Education Opportunity Act of 2008	Beth Castiglia and David Turi, <i>Felician College (NJ)</i>	Mary Lou Williams A&B
The Scholarship of Teaching in the Business Classroom	Paul D. Longenecker, <i>Lourdes University (OH)</i>	Lester Young A

Session 6

1:45 pm to 3:00 pm

Topic	Presenter(s)	Location
Sustainability: Preparing Tomorrow's Leaders to Integrate Concerns of Planet, People, and Profits	Pam Schwalb, <i>Clarkson College (NE)</i>	Andy Kirk A&B
The Role of Accountability in Business Education in Closing Gaps Among Ethnic Groups of Student Communities in Afghanistan	Syed Umar Farooq, Naseer Ullah, and Murtaza Niazi, <i>Kardan Institute of Higher Education (Kabul, Afghanistan)</i>	Julia Lee A&B
Best Practices in Design and Teaching: An Integrated Approach for an MBA Project	Ted Takamura, <i>Eastern Oregon University (OR)</i>	Benny Moten A&B
Trends in Business Education	Ross Wirth and Gary Stroud, <i>Franklin University (OH)</i>	Mary Lou Williams A&B
Integrating Multiple Assessments in an MBA Program	Lorrie McGovern and Michael Nastanski, <i>Saint Leo University (FL)</i>	Lester Young A

2012 Annual Conference: Concurrent Sessions

Thursday | April 19 (Cont'd)

Session 7

3:30 pm to 4:45 pm

Topic	Presenter(s)	Location
The Responsibility of Business Schools to Train Creative and Innovative Leaders: Moving Beyond Left-Brain Analytical Skills	Dean Ludwig, <i>Lourdes University (OH)</i>	Andy Kirk A&B
Designing and Teaching a Faith-Based Business Ethics Course Using “Essential Questions” and “Threshold Concepts”	Michael E. Cafferky, <i>Southern Adventist University (TN)</i>	Julia Lee A&B
Are You Ready for the Coming Accreditation Storm? Program-Level Assessment, Accreditation, and Accountability in Higher Education	Olin Oedekoven, <i>Peregrine Academic Services</i>	Benny Moten A&B
Doctorally-Qualified: Comparing D.B.A. and Business Ph.D. Programs, and Faculty Degrees	Anthony Pina, Ken Moran, and Tammy Kaelin, <i>Sullivan University (KY)</i> ; Patrick Hafford, <i>Wentworth Institute of Technology (MA)</i> ; and Helen MacLennan, <i>Concord Partners</i>	Mary Lou Williams A&B