Program
Monday, October 10, 2011

7:30 a.m. – 8:30 a.m. Check in (1st floor of Memorial Union) and Refreshments (2nd floor of Memorial Union – Stouffer Lounge Foyer)

8:00 a.m. – Welcome (Stouffer Lounge)

8:30 a.m. – 9:20 a.m. Concurrent Session I

<table>
<thead>
<tr>
<th>Room</th>
<th>Papers/Presenters</th>
<th>Track</th>
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<tbody>
<tr>
<td>Stouffer Lounge</td>
<td><strong>Online vs Traditional Course Delivery: An Empirical Look at Both Approaches in a Controlled Setting for Introductory Managerial Accounting</strong>&lt;br&gt;Win Jordan, Fort Hays State University&lt;br&gt;&lt;br&gt;<strong>Teaching Prospective Financial Statements: A Compilation Project</strong>&lt;br&gt;Stevan Olson, Missouri State University&lt;br&gt;&lt;br&gt;<strong>Moderator:</strong> Cole Engel, Fort Hays State University</td>
<td>Accounting</td>
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<td>Pioneer</td>
<td><strong>Business Students' Media Preferences for Communication Within the College</strong>&lt;br&gt;Mark Bannister, Wally Guyot, and Robert Meier, Fort Hays State University, and Tim Bridges, Lisa Miller and William Wardrope, University of Central Oklahoma&lt;br&gt;&lt;br&gt;<strong>Who Needs ETS? How to Create an Assessment Test</strong>&lt;br&gt;Steven Frankforter, Winthrop University&lt;br&gt;&lt;br&gt;<strong>Moderator:</strong> Emily Breit, Fort Hays State University</td>
<td>Pedagogy</td>
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<tr>
<td>Trails</td>
<td><strong>Real Risks in a Virtualized World: How Virtualization is Changing the Way We Manage, Assess, and Mitigate Risk</strong>&lt;br&gt;Brian Boyer, Keyu Jiang, Robert Meier and Hongbiao Zeng, Fort Hays State University&lt;br&gt;&lt;br&gt;<strong>Information Filtering Against Information Pollution and Crime</strong>&lt;br&gt;Ning Wang, Keyu Jiang, Robert Meier and Hongbiao Zeng, Fort Hays State University&lt;br&gt;&lt;br&gt;<strong>Moderator:</strong> Kevin Shaffer, Fort Hays State University</td>
<td>Computer Information Systems</td>
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## Program (continued)

### Monday, October 10, 2011

**9:30 a.m. – 10:20 a.m. Concurrent Session II**

<table>
<thead>
<tr>
<th>Room</th>
<th>Papers/Presenters</th>
<th>Track</th>
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</table>
| Stouffer Lounge | **The Burke-Litwin Organizational Assessment Survey: Findings from the Field**  
Kyle Stone, Fort Hays State University  

**Union Effects in Employee Performance and HRM Policies**  
Ali Soylu and Preeti Singh, Cameron University  

**Moderator:** Wally Guyot, Fort Hays State University | Human Resource Management |
| Pioneer   | **A Forensic Analysis of Windows Registry**  
Haoyang Xie, Keyu Jiang, and Hongbiao Zeng, Fort Hays State University, and Xiaohong Yuan, North Carolina A&T State University  

**Which is the Most Dangerous for Computer Users: Viruses, Spyware, Trojans, War Driving?**  
George Schmidt, University of Arkansas - Fort Smith  

**Moderator:** Melissa Walburn, Fort Hays State University | Computer Information Systems |
| Trails    | **The Impact of Education, Gender, Age and Leadership Experience**  
Mark Green, Esther Chavez, Debra Lopez and Fkorelisa Gonzalez, Our Lady of the Lake University  

**The Perceived Impact of Geographically Dispersed Work Teams on Job Attitudes**  
Nathan Hickman and Adrian Popa, Gonzaga University  

**Moderator:** Tony Gabel, Fort Hays State University | Business Leadership |
## Program (continued)
### Monday, October 10, 2011

**10:30 a.m. – 11:20 a.m. Concurrent Session III**

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<tr>
<th>Room</th>
<th>Papers/Presenters</th>
<th>Track</th>
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</table>
| Stouffer Lounge  | **Outperforming a Buy-and-Hold Model in an Efficient Market by Maximizing the Probability of Achieving the Greatest Return**  
Rory Terry and Dosse Toulaboe, Fort Hays State University  
**Financing College: Work More or Borrow More?**  
Suzanne Hayes, University of Nebraska at Kearney  
**Moderator:** Kathleen Arano, Fort Hays State University | Finance |
| Pioneer          | **Exploring Perceptions of Mobile Learning Outside of the Classroom Environment**  
Angela Walters and Stacey Smith, Fort Hays State University  
**Differences in Management and Marketing Professors' Perspectives on Rising Cost of College Textbooks**  
Robert Stevens, Southeastern Oklahoma State University, Lawrence Silver, Southeastern Oklahoma State University, Kenneth Clow, University of Louisiana Monroe, and Kitty Campbell, Southeastern Oklahoma State University  
**Moderator:** Jessica Heronemus, Fort Hays State University | Pedagogy |
| Trails           | **Exploration of the Vulnerabilities of TCP/IP Protocols**  
Keyu Jiang, Yanyan Li and Wenpeng Zhang, Fort Hays State University  
**Dedicated Line Protocol - An Intellegent Secure Protocol for High Security Demand Intra-Network**  
Keyu Jiang, Yali Yu and Yangbin Zhou, Fort Hays State University  
**A Fast and Secure Gateway to Internet Freedom - An Analysis of Techniques used for Anti-Internet Censorship**  
Lin Du, Keyu Jiang and Peng Zhang, Fort Hays State University  
**Moderator:** Jon Tholstrup, Fort Hays State University | Computer Information Systems |

**11:30 a.m. – 1:20 p.m. Lunch (Black and Gold Room)**

**Keynote Speaker:** Mr. Jack DeBoer, Entrepreneur, “Risk Only Money”
# Program (continued)

**Monday, October 10, 2011**

## 1:30 – 2:20 p.m. Concurrent Session IV

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<tr>
<th>Room</th>
<th>Papers/Presenters</th>
<th>Track</th>
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</table>
| Stouffer Lounge | Teaching Ethics: Expanding Ethical Perspectives by Cultivating Moral Imagination  
Adrian Popa and Barbara Kingsley, Gonzaga University  
Using Business Students' Precepts to Predict Ethical Decision Making  
Robert Meier and Wally Guyot, Fort Hays State University, and Reginald Bell, Prairie View A&M University  
**Moderator:** Jean Anna Sellers, Fort Hays State University                                                                                                                                                                                                                   | Ethics        |
| Pioneer      | **Ethnic and Racial Discrimination Against Immigrants**  
Ali Soylu and Tom Buchanan, Cameron University  
**An Analysis of Corporate-Social Responsibility Within the Standards of Accreditation Agencies**  
Alison Rodriguez, Bellevue University                                                                                                                                                                                                                                         | Human Resource Management |
|              | **Moderator:** Kyle Stone, Fort Hays State University                                                                                                                                                                                                                                     |               |
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Monday, October 10, 2011

2:30 p.m. – 3:20 p.m. Concurrent Session V

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<tr>
<th>Room</th>
<th>Papers/Presenters</th>
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</thead>
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| Stouffer Lounge | ROUNDTABLE DISCUSSION  
Assurance of Learning and Continuous Quality Improvement |
                   |
                   | Facilitators:  
Emily Breit, Fort Hays State University  
Steve Frankforter, Winthrop University |
                   |
                   | Many business schools today face the challenges of designing and implementing  
assurance of learning programs. Come join us for a discussion on those challenges and  
how some schools are collecting, analyzing and interpreting evidence of assurance of  
learning for continuous quality improvement. |
| Pioneer        | ROUNDTABLE DISCUSSION  
Turning Unproductive Time Into Productive Time: Exploring the Potential for M-Learning |
                   |
                   | Facilitators:  
Stacey Smith, Fort Hays State University  
Angela Walters, Fort Hays State University |
                   |
                   | It is important to understand the technological environment that today's students now  
occupy. Come join us for a discussion on mobile learning and how it can be incorporated  
into your teaching methods. |

3:30 p.m. Return to Hotel

5:00 p.m. Board Bus/Shuttle to the Robbins Center

5:30 p.m. Dinner (Robbins Center, FHSU)

Guest Speaker: Mr. Brad Feuling, The Asia Institute, “Enabling the Next Generation Global Leader: Creating a Global University Community in Asia”
Tuesday, October 11, 2011

7:30 – 8:30 a.m. Refreshments (2nd floor of Memorial Union – Stouffer Lounge Foyer)

8:30 a.m. – 9:20 a.m. Concurrent Session VI

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<tr>
<th>Room</th>
<th>Papers/Presenters</th>
<th>Track</th>
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| Stouffer Lounge | A Case Study on Strategy  
Robert Mullaney, Concorde Career Colleges, Inc. and BusinessDrs.com  
Evaluating Product Line Profitability and Business Organization, A Case Study (TICO Incorporated)  
Lou Fowler, Missouri Western State University | Pedagogy          |

**Moderator:** Charlie Wolfe, Fort Hays State University

| Pioneer       | The Digital Divide: The Disparity of Access to Information and Communication Technology  
David Ruggeri and Allan Maram, East Central College  
Security Issues of Current Home Based WLANS  
Shuo Han, Keyu Jiang and Hongbiao Zeng, Fort Hays State University | Information Networking |

**Moderator:** Angela Walters, Fort Hays State University
Tuesday, October 11, 2011

9:30 a.m. – 10:20 a.m.  Concurrent Session VII

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<tr>
<th>Room</th>
<th>Papers/Presenters</th>
<th>Track</th>
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<tr>
<td>Stouffer Lounge</td>
<td><strong>The Economic Impact of an Institution of Higher Education: Long-Run Approach</strong></td>
<td>Economics</td>
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<td>Tom Johansen and Kathleen Arano, Fort Hays State University</td>
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<td><strong>Exercising the Knowledge Option: Leaving the Fed</strong></td>
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<td>Samuel Schreyer, Rory Terry and Ralph Gamble, Fort Hays State University</td>
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<td><strong>Moderator:</strong> Joan Rumpel, Fort Hays State University</td>
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<td>Pioneer</td>
<td><strong>Objects-First vs. Structure-First Approaches to 00 Programming Education: A Replication Study</strong></td>
<td>Pedagogy</td>
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<td>Richard Johnson and Duane Moses, Missouri State University</td>
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<td><strong>Xpanxion: Setting a New Path to Software Development</strong></td>
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<td>Cody Lusero, A. Ross Taylor and Vijay Agrawal, University of Nebraska at Kearney</td>
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<td><strong>Moderator:</strong> Scott Jones, Fort Hays State University</td>
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Tuesday, October 11, 2011

10:30 a.m. – 11:20 a.m. Concurrent Session VIII

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<tr>
<th>Room</th>
<th>Papers/Presenters</th>
<th>Track</th>
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| Stouffer Lounge     | Developing a Measurement of University Internal Branding: From Internal Brand Identification to Citizenship Behaviors  
Mary Martin, Theresa Billiot, Scott Robson, Hsin-Yen Yang and Quinjiang Yao, Fort Hays State University  
Understanding the Effects of Emotional Sports Website Advertisements on Consumer Attitudes  
Theresa Billiot and Samantha Grollmes, Fort Hays State University  
**Moderator:** Dosse Toulaboe, Fort Hays State University | Marketing   |
| Pioneer             | Monte-Carlo Simulation Using Excel Spreadsheets  
Tom Johansen and Rory Terry, Fort Hays State University  
Do Tax Benefits Provided to Community Banks Increase Agricultural Lending: An Empirical Investigation  
Emily Breit, Fort Hays State University  
**Moderator:** Sam Schreyer, Fort Hays State University | Finance     |

11:30 a.m. – 12:30 p.m. Lunch (Black and Gold Room)

**Guest Speaker:** Dr. Larry Gould, Provost, Fort Hays State University, “Looking for Next Generation Faculty: Emerging Technologies, Best Practices and the Red Balloon Project”