

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

2003-2004 OFFICERS

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

TRACK CHAIRS

Tracks	Track Chairs
Business & Public Policy / Strategy	Sandy Edwards , Northeastern State University
Entrepreneurship / Small Business / Management Consulting	Shawn Carraher , Texas A&M University – Commerce
Human Resources / Conflict Management	Joel Rudin , Rowan University
Innovative Teaching / Management Education & Development	Jon W. Beard , Digital Archipelago
Management & Organizational Cognition	Scott Douglas , Binghamton University
Organization Communications and Information Systems / Health Care Management / Operations Management	William Sharbrough , The Citadel
Organization Theory / Organization Change and Development	Therese Yaeger & Peter Sorensen , Benedictine University
Organizational Behavior	Larry Garner , Tarleton State University
Public & NonProfit	Janie Gregg , Mississippi University for Women
Research Methods	Ranjna Patel , Bethune-Cookman College
Technology / Innovation Management	Frank Markham , Mesa State University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2004
(Thursday)**

7:00 a.m. – 8:30 a.m.

Curacao 3

Meeting: SWAM Officer's Meeting
Presiding: JoAnn Duffy, Sam Houston State University
President, Southwest Academy of Management

8:30 a.m. – 10:00 a.m.

Curacao 3

SESSION A Business Policy and Strategy: Research Issues in Change Management

Welcome and Introduction by Track Chair: **Sandy Edwards**, Northeastern State University

Discussants: **Curt Moore**, Texas Tech University
Dan Jennings, Texas A&M University
Kathy Stuenkel, Northeastern State University

Bridging the Quantitative-Qualitative Gap in Organizational Studies

Rossana Alvarez-Diemer, New Mexico State University
Mark Hillon, New Mexico State University
Joel Diemer, New Mexico State University

The Impact of Psychological Contract Effects on Three Dimensions of Organizational Change

Fernando Fuentes-Henriquez, University of Arkansas

Change Issues and Implementation Practices for Micro-Business, HealthCare Service Organizations

Esther R. Thomas, New Mexico State University
Janice A. Black, New Mexico State University

8:30 a.m. – 10:00 a.m.

Curacao 4

SESSION B Human Resources and Conflict Management: Politics, Violence, and Meaningful Work

Welcome and Introduction to the Track **Joel Rudin**, Rowan University

Discussants: **Randall Florey**, Tarleton State University
Janie Gregg, Mississippi University for Women

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2004
(Thursday)**

8:30 a.m. – 10:00 a.m.

Curacao 4

**SESSION B Human Resources and Conflict Management: Politics, Violence, and
Meaningful Work (continued)**

Perceptions of Politics as a Mediator between Procedural Justice and Individual Level Outcomes

M. Royle, Florida State University

Kenneth Harris, Florida State University

Examining the Frequency and Correlates of Workplace Violence: An Exploratory Study

Bella Galperin, Rollins College

Joanne Leck, University of Ottawa

Meaningful Work, Employee Retention, and Performance: An Expanded Person-Job Fit Approach

Wesley Scroggins, Southwest Missouri State University

8:30 a.m. – 10:00 a.m.

Curacao 5

**SESSION C Technology and Innovation Management: Innovation, Knowledge
Management, and Automation**

Session Chair: **Frank B. Markham**, Mesa State College

Discussants: **John Large**, University of Central Florida

Chi Lo Lim, Northwest Missouri State University

T. T. Rajan Selvarajan, Northeastern State University

Disconnect Between Theory and Practice in the Management of Innovation

Darius Mahdjoubi, University of Texas, Austin

Andrew Ven De Ven, University of Minnesota

*A Proposed Investigation of the Success Behind Knowledge Sharing in a Complex Software
Development Environment*

Megan Endres, Eastern Michigan University

Steven Endres, Complex Systems Management

Sanjib Chowdhury, Eastern Michigan University

Trends in Store Automation

Hongwei Du, California State University, Hayward

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2004
(Thursday)**

8:30 a.m. – 10:00 a.m.

Curacao 6

**SESSION D Management Education: Business Majors, Business Experience, and
Technology**

Session Chair: **Tim O. Peterson**, Oklahoma State University

Do They Value the Same Things? An Empirical Study of Business and Non-Business Majors

Tim O. Peterson, Oklahoma State University

Sonya R. Brewster, Oklahoma State University

A Tool for Overcoming Students' Limited Business Experience in Case Analyses:

The Archetype Assessment Inventory

Marjorie L. Icenogle, University of South Alabama

Jack A. Tesmer, The Jack Tesmer Institute

Bruce W. Eagle, St. Cloud State University

Norman B. Bryan, Georgia State University

Technology and Management Education: Is Half A Loaf Worse Than None?

Joel Rudin, Rowan University

10:00 a.m. – 10:30 a.m.

Grand Sierra Ballroom D

FBD Coffee Break Sponsored by: **The Sam M. Walton College of Business
University of Arkansas**

Hosted by the Officers of:

**Academy of International Business
Association for Business Communication
Southwestern Society of Economist**

Please make plans to visit the exhibits to receive information on the
latest books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and
continued support!

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2004
(Thursday)**

10:30 a.m. – 12:00 p.m.

Curacao 3

SESSION A Business Policy and Strategy: Organizational Performance

Session Chair: **Dan Jennings**, Texas A&M University

Discussants: **Janie Gregg**, Mississippi University for Women
 Darla Domke-Damonte, Coastal Carolina University
 Chi Lo Lim, Northwest Missouri State University

Strategic Performance Measurement Model: Planning, Mapping, and Executing the Balanced Scorecard

Laura Matherly, Pennsylvania State University

The Role of Managerial Discretion and CEO Attributes in Creating and Sustaining Superior Performance

David Fritz, University of Memphis

Self-Serving Forecast Inaccuracies and Agency Theory Explanations

Thomas Crook, Florida State University

Samuel Todd, Georgia Southern University

Garry Adams, Auburn University

10:30 a.m. – 12:00 p.m.

Curacao 4

SESSION B Human Resources and Conflict Management: Culture and Firm Relations

Session Chair: **Steve Vitucci**, Tarleton State University

Discussants: **Wesley Scroggins**, Southwest Missouri State University
 Larry Garner, Tarleton State University

National Culture and Empowerment: Dimensions of Success

William Price, University of Texas of the Permian Basin

Paul Wilhelm, University of Texas of the Permian Basin

The Labor Relations Course in the Business School Curriculum: A Twenty-Five Year Retrospective

David Stephens, Utah State University

Robert Stephens, West Virginia University

John Kohl, Texas A&M International University

Outsourcing Relationships between Firms and Their Training Partners: The Role of Trust

Thomas Gainey, State University of West Georgia

Brian Klaas, University of South Carolina

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2004
(Thursday)**

10:30 a.m. – 12:00 p.m.

Curacao 5

SESSION C Technology Management: Application of Information Technology

Session Chair: **Sandra Hartman**, University of New Orleans

Action Research and Information Technology
Anne Meda, Benedictine University

Measuring Student Perceptions of Blackboard using the Technology Acceptance Model (TAM)
Brett J. L. Landry, University of New Orleans

The Role of Computer Background and Demographics on Student Perceptions of Web-Enhanced Instruction
Brett J. L. Landry, University of New Orleans
James H. Adams, Mississippi State University
Sandra J. Hartman, University of New Orleans

Adapting Health Care Work to Pervasive Information Systems
Brett J. L. Landry, University of New Orleans
Sathi Mahesh, University of New Orleans
Sandra Hartman, University of New Orleans

10:30 a.m. – 12:00 p.m.

Curacao 6

SESSION D Capitalizing on What You Do Best: An Appreciative Inquiry Exercise

Presenters: **Shonda Guderian**, Oklahoma State University
 Jennifer R. Peterson, Oklahoma State University
 Tim O. Peterson, Oklahoma State University
 Pam Richardson, TransVoc, Inc.
 John Thompson, Oklahoma State University

Appreciative inquiry (AI) is a positive search for the best in people, their organizations, and the world around them. AI is sparked by asking positive questions such as: What is best about this organization? What are we called to do? And, What is the life giving force of this team? This workshop is designed to have you experience the power of AI. An exercise designed for a 50 to 75 minute class period will be introduced and all material to conduct the exercise will be provided at the workshop. Come experience the power of AI and return home with a new exercise for your classes.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2004
(Thursday)**

1:30 p.m. – 3:00 p.m.

Curacao 3

SESSION A Entrepreneurship and Small Business: Global Issues and Perspectives

Welcome and Introduction to the Track : **Shawn Carraher**, Texas A&M University –
Commerce

Exploring the Penetrative Strategy on SME Segments: A Taiwan Survey

Chin-Feng Lin, National Chin-Yi Institute of Technology, Taiwan and Penn State University

Women and Minority Business Owners in the Globalization Era

Eva Dodd-Walker, University of Texas at Arlington

1:30 p.m. – 3:00 p.m.

Curacao 4

**SESSION B Health Care Management: Managing Healthcare Resources, Patient
Feedback, and Attrition among Nurses**

Session Chair: **Jo Ann Duffy**, Sam Houston State University

Scientifically Managing Health Care Resources—in a Management Friendly Way

Lee Revere, School of Business and Public Administration

Ralph Roberts, University of West Florida

*Integrating Patient Feedback into the Continuous Improvement Process in Hospitals: A Tale of
Three Hospitals*

Victor E. Sower, Sam Houston State University

Jo Ann Duffy, Sam Houston State University

Gerald Kohers, Sam Houston State University

Attrition in Nursing: Perspectives from the National Survey of College Graduates

Sandra J. Hartman, University of New Orleans

Stephen M. Crow, University of New Orleans

Steven A. Smith, University of New Orleans

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2004
(Thursday)**

1:30 p.m. – 3:00 p.m.

Curacao 5

**SESSION C Organizational Communication and Information Systems / Production
Operations Management: Managing Quality and Teams in International
and Virtual Environments**

A Comparison of Customer Relationship Management (CRM) Systems and Quality Management in the U.S. and Jamaica

Jing Li, Loyola – New Orleans

Wing Fok, Loyola – New Orleans

Sandra Hartman, University of New Orleans

Lillian Fok, University of New Orleans

A Model for Virtual Collaboration

Gary Baker, Sam Houston State University

A Lateral Structural Equation Model of Buyer-Supplier Alliances

Curt Moore, Texas Tech University

1:30 p.m. – 3:00 p.m.

Curacao 6

SESSION D Here Is How I Do Service Learning

Presenters: **Clive Muir**, Stetson University
 Susan Conte, University of Tampa
 Mary Bea Drummond, Oklahoma State University
 Amy Kenworthy-U'Ren, Bond University

Service learning is an instructional method that has been described as helping to promote both intellectual and civic engagement by linking the work students do in the classroom to real-world problems and real-world needs. While theoretical justification for incorporating service learning as an instructional strategy in management education has received increasing attention in management forums, we generally do not spend time explaining how to do service learning. This workshop is designed to share the ‘nuts and bolts’ of the process. Each presenter has developed a course that uses service learning. They will share their knowledge and techniques on how to make this learning approach successful in your classroom.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2004
(Thursday)**

3:00 p.m. – 3:30 p.m.

Grand Sierra Ballroom D

FBD Coffee Break Sponsored by: **The College of Business Administration
The Department of Finance
The Sun Trust Chair in Banking
University of Central Florida**

Hosted by the Officers of: **Association for Business Information Systems
Association of Collegiate Marketing Educators
Southwestern Finance Association**

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and continued support!

3:30 p.m. – 5:00 p.m.

Curacao 3

SESSION A Entrepreneurship and Small Business: Capital and the New Millennium

Session Chair: **Chester Cotton**, Texas A&M University – Commerce

Discussants: **Alvin Jackson**, Texas A&M University – Commerce
Courtney Russ, Texas A&M University – Commerce
Kendra Ingram, Texas A&M University – Commerce

Entrepreneurial Conation across the Turn of the Millennium

Janice Black, New Mexico State University
Gerard Farias, Fairleigh Dickinson University
Pamela Zelbst, New Mexico State University

The Effect of Liquidity Stress on the Entrepreneurial Organization in Relation to the Determinants of Strategy

Pamela Zelbst, University of Texas at Arlington

Signaling Value of a New Venture to Venture Capitalists and Business Angels

Dev Prasad, University of Massachusetts – Lowell

**SOUTHWEST ACADEMY OF MANAGEMENT
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**March 4, 2004
(Thursday)**

3:30 p.m. – 5:00 p.m.

Curacao 4

SESSION B Organizational Topics: Values, Political Risk, and Organizational Decline

Session Chair: **Franz T. Lohrke**, University of Alabama

Understanding Values in Organizations: A Value-Dynamics Perspective
George Watson, Bloomsburg University of Pennsylvania

Balancing Differentiation and Isomorphism: Examining Alternative Theories for Studying Political Risk
Franz T. Lohrke, University of Alabama
Gina W. Simpson, University of Alabama
David M. Hunt, American University of Sharjah

Decline and Fall or Renewal: A Consulting Foray in a Prestigious Country Club Estate
Stephen M. Crow, University of New Orleans
Sandra J. Hartman, University of New Orleans

3:30 p.m. – 5:00 p.m.

Curacao 5

SESSION C Open Forum – Ask the Editor

Coordinator: **Robert C. Ford**, University of Central Florida

An open forum to talk with Editors, Senior Editors, and past Editors of several journals. Editors participating, both current and past, will be announced prior to the conference.

3:30 p.m. – 5:00 p.m.

Curacao 6

SESSION D Current Issues in Business Ethics, Crisis Management, and CEO Succession

Attitudes Toward Business Ethics: Comparing Respondents From Six Nations
Randi L. Sims, Nova Southeastern University

Crisis Uncertainty: A Future Context for Crisis Communication in Organizations
Sakile Kai Camara, University of Houston-Downtown
Tei Street, Ohio Dominican University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 4, 2004
(Thursday)**

3:30 p.m. – 5:00 p.m.

Curacao 6

**SESSION D Current Issues in Business Ethics, Crisis Management, and CEO
Succession (continued)**

Hospital CEO Succession Research: Developing an Empirical Study

Donna Malvey, University of Central Florida–Cocoa Campus

Eileen Hamby, University of Central Florida–Daytona Campus

Myron D. Fottler, University of Central Florida–Orlando Campus

Hospital CEO Succession Research: Developing an Empirical Study

Donna Malvey, University of Central Florida–Cocoa Campus

Eileen Hamby, University of Central Florida–Daytona Campus

Myron D. Fottler, University of Central Florida–Orlando Campus

5:00 p.m. – 5:30 p.m.

Curacao 3

SESSION A: SWAM Best Paper

*Entrepreneurial Orientation as an Outcome of Social and Economic Conditions: The Case of
Germany Versus The United States*

Darla Domke-Damonte, Coastal Carolina University

Andreas Faulstich, RheinAhr Campus, Remagen, Koblenz, Germany

William Woodson, Coastal Carolina University

5:30 p.m. – 6:30 p.m.

Curacao 4

MEETING: Southwest Academy of Management Annual Business Meeting

Presiding: **JoAnn Duffy**, Sam Houston State University
2003-2004 President, Southwest Academy of Management

Greetings: **Jone Pearce**, University of California, Irvine
Immediate Past President, Academy of Management

All SWAM Conference participants are invited and encouraged to attend to discuss and vote on SWAM business. New set of officers for 2004-2005 begin to serve their terms at this time. (Note: One free drink ticket will be given to each person attending the Business Meeting. These can be used at the SWAM Reception on Friday evening.)

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2004
(Friday)**

8:00 a.m. – 10:00 a.m.

Curacao 3

SESSION A Doctoral Students Breakfast and Meeting (By Invitation Only)

Continental Breakfast with Southwest Academy of Management Officers and open discussion with Jone Pearce, University of California – Irvine and *Immediate Past-President of the Academy of Management.*

8:30 a.m. – 10:00 a.m.

Curacao 4

SESSION B Organizational Behavior: Organizational Outcomes and Management Issues

Welcome and Introduction to the Track: **Larry Garner**, Tarleton State University

Session Chair: **Wesley Scroggins**, Southwest Missouri State University

Discussants: **Nicolas Twigg**, Lamar University
 Joel Rudin, Rowan University

A Test of Competing Models of the Relationship between Perceptions of Politics, Perceived Organizational Support, and Individual Outcomes

Kenneth Harris, Florida State University

Michelle Kacmar, Florida State University

Family Structure and Organizational Types: A Proposed Model of Work-Family Conflict

James Matrecia, Florida State University

An Application of the Service Recovery Concept to the Practice of Management

Donald Baack, Pittsburg State University

Kenneth Clow, University Louisiana Monroe

Jerry Rogers, Pittsburg State University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2004
(Friday)**

8:30 a.m. – 10:00 a.m.

Curacao 5

SESSION C Organization and Management Theory / Organizational Development and Change

Welcome and Introduction to the Track: **Therese Yaeger**, Benedictine University

Inter-Organizational Tacit Knowledge Transfer: The Evolution of the No-Kill Shelter Movement – An Exploratory Study

Paul Harvey, Florida State University

William Anthony, Florida State University

Status as a Corporate Asset

Karen Patterson, Texas Tech University

Dara Szyliowicz, Texas Tech University

Formal Employee Training and Subsequent Retention: A Case Study from a Manufacturing Environment

Lenora Randolph, Bluffton College, Ohio

Jeff Heinfeldt, Ohio Northern University

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**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2004
(Friday)**

8:30 a.m. – 10:00 a.m.

Curacao 6

SESSION D International Management: Multiple Perspectives on International Research and Teaching

Coordinator: **Shawn Carraher**, Texas A&M University – Commerce

Panelists: **Shawn M. Carraher**, Texas A&M University – Commerce
Chester Cotton, California State University, Chico & Texas A&M University
Chris Myers, Major, U.S. Air Force
Kendra Ingram, Texas A&M University – Commerce
Courtney Russ, Texas A&M University

This panel examines multiple perspectives on international teaching and research. The five participants each has their own perspective on teaching and performing research through differing venues – utilization of the U.S. Department of State through the Fulbright program, Executive Education overseas, guest lecturing positions, and on-line education. We also shall discuss methods for increasing the international orientation of teaching and research while still staying in the U.S. and special considerations for women professors considering teaching internationally. The advantages and disadvantages of various programs are to be discussed as are strategies for increasing the likelihood of being accepted for an international teaching assignment.

10:00 a.m. – 10:30 a.m.

Grand Sierra Ballroom D

FBD Coffee Break Sponsored by: **Diana Reed**, President of FBD

Hosted by the Officers of:

**Industrial Distribution Educators Association
Southwest Academy of Management**

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and continued support!

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2004
(Friday)**

10:30 a.m. – 12:00 p.m.

Curacao 3

SESSION A Organizational Behavior: Organizational Commitment and Leadership Issues

Session Chair: **Kenneth Harris**, Florida State University

Discussants: **John Humphries**, Eastern New Mexico University
 Alix Valenti, University of Houston Clear Lake
 Sharon Borowicz, Benedictine University

An Analysis of Meyer and Allen's Continuance Commitment Construct Using Edwards (2001) Multidimensional Modeling Method

Stephen Jaros, Southern University

Robert Culpepper, Stephan F. Austin State University

Person-Job Fit, Meaningful Work, and Employee Intentions to Leave

Wesley Scroggins, South West Missouri State University

Transformational Leadership: The Effects of Spirituality and Religious Orientation

Nicholas Twigg, Lamar University

10:30 a.m. – 12:30 p.m.

Curacao 4

SESSION B Organization and Management Theory / Organizational Development and Change: Innovations and recent Trends in Change Management and OD

Panel Chair: **Therese Yaeger**, Benedictine University

Organizational Development and Change in Highly traditional Organizations: Introducing Change while Protecting Traditional Culture and Values

Peter Sorensen, Benedictine University

Norman Carroll, Dominican University

Leading Organizational Change

Jacqueline Stavros, Lawrence Technological University

Appreciative Inquiry and Organizational Identification: Exploring New Territory

Mona Braxton, Image Development Marketing Group

A Reflection on Language in Relation to Peter Block's Book, The Answer to How is Yes

C. (Katie) Clarke, Benedictine University

Social Construction, Human Capital, and the Role of the Chief Learning Officer

Tom Navickas, Motorola

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2004
(Friday)**

10:30 a.m. – 12:00 p.m.

Curacao 5

SESSION C Management History: How Do Textbook Authors Write 'Chapter Two'?

Session Chair: **David D. Van Fleet** Arizona State University West

Panelists: **David D. Van Fleet**, Arizona State University West
Ricky Griffin, Texas A&M University
Robert C. Ford, University of Central Florida
Jane Whitney Gibson, Nova Southeastern University

Textbook authors and historians will discuss the role of the history chapter in textbooks. Participants will share their ideas about how historical material is currently being incorporated into textbooks as well as what changes might be made to improve that process. Audience involvement will be solicited as well.

10:30 a.m. – 12:00 p.m.

Curacao 6

SESSION D Digging the Foxhole While Under Fire: Teaching for the First Time

Moderators: **Micki Kacmar**, Florida State University
Tim O. Peterson, Oklahoma State University

Panelists: **Sonya R. Brewster**, Oklahoma State University
Matrechia James, Florida State University
Janaki Gooty, Oklahoma State University
Jason Stoner, Florida State University

There are only two types of teachers: those who have and those who will. That is, those who have taught for the first time and those who will teach for the first time. The experience is simultaneously exhilarating and agonizing. There are moments when you think you have it figured out and moments when you don't think you will ever figure it out. Come hear four new teachers talk about their recent experiences. Hear what they have learned, what they will do differently next time, and what they are still pondering. Be prepared to enter into the dialogue of the mystery of teaching for the first time.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2004
(Friday)**

1:30 p.m. – 3:00 p.m.

Curacao 3

SESSION A Interactive Session – International Management - Research in Progress

A View from the Top: What are the Main Concerns of Mexican CEO's in the Dawn of the 21st Century

Carlos Ruiz-Gonzalez, Instituto Panamericano De Alta Direccion De Empresa (Ipade) Mexico

Investment in Africa: A Prospect or a Fad?

Norma Juma, University of Texas at Arlington

Boundaryless Leadership Behaviors: A Cross Cultural Analysis of Leaders, Followers, and Job Satisfaction

Gabriel D. Isaacs, New Mexico State University

William L. Smith, New Mexico State University

Mark E. Hillon, New Mexico State University

Vietnam and U.S. Business Cultures: An Initial Investigation

C. Aaron Kelley, Ohio University

Minh Nguyen, Ohio University

Demographics, Entrepreneurial Drivers, and Learning Experiences: Exploring the Differences Between Retail/Service And Manufacture Entrepreneurs

Chyi-lyi (Kathleen) Liang, University of Vermont

Paul Dunn, University of Louisiana at Monroe

Chinese Corporate Culture and Results of Corporate Culture Survey of Chinese Executives

Walter MacMillan, Oral Roberts University

Barbara McCain, Oklahoma City University

R. Migliore, Northeastern State University

Rinne Martin, Oral Roberts University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2004
(Friday)**

1:30 p.m. – 3:00 p.m.

Curacao 4

SESSION B Organization Theory/Organization Development and Change: Linking Scholarship and Practice: The Experience of Executive doctoral Scholar-Practitioners

Coordinator: **Mark Werwath**, Northwestern University

Panelists: **Mark Werwath**, Northwestern University
George W. Hay, Lewis University & McDonald's Corporation
Philip T. Anderson, Benedictine University & Abbott Laboratories
Reeta Ooskote, Benedictine University
Yasser Nafei, Motorola

Executive doctoral scholar-practitioners of Organization Development and Change (ODC) promise to be boundary spanners who move between the worlds of academic and business in order to generate two outcomes – new theoretical knowledge and organizational results. The recent book by Adler, Shani, and Styhre (2003) provides a beginning description of the boundary spanning activities of executive doctoral scholar-practitioners from the FENIX Ph.D. program and serves to demonstrate the reality behind the promise of executive scholar-practitioners. Although instructive, this European description does not address the experiences of American executive scholar-practitioners. The purpose of this panel is to discuss the experiences of participants in one executive doctoral program in Organization Development at Benedictine University. These experiences demonstrate that it is possible for executive doctoral scholar-practitioners within an American education traditional to produce the dual outcomes of scholarly knowledge and organizational results.

1:30 p.m. – 3:00 p.m.

Curacao 5

SESSION C Immediate Past- President of the Academy of Management

Jone Pearce, University of California—Irvine

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2004
(Friday)**

1:30 p.m. – 3:00 p.m.

Curacao 6

SESSION D Classroom Management: How to Teach Like a Pro

Presenter: **Delaney Kirk**, Drake University

While most college professors are comfortable with the course content of what they are teaching, many do not feel they have been prepared in "how" to teach. Especially lacking is how to manage a classroom (how to handle absenteeism, tardiness, cheating, difficult students; how to set classroom expectations; what to do that first day of class to establish your credibility, etc.). This workshop would be particularly useful for those faculty members who are beginning their teaching career, new faculty the first few years out of their graduate programs, or experienced faculty with questions as to how to manage this "new" generation of college students. In general, if you want to become a better classroom manager, this workshop is for you. Participants are encouraged to bring their own questions to discuss.

3:00 p.m. – 3:30 p.m.

Grand Sierra Ballroom D

FBD Coffee Break Sponsored by: **Diana Reed**, President of FBD

Hosted by the Officers of:

**Southwest Case Research Association
Decision Sciences Institute**

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continued support!

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2004
(Friday)**

3:30 p.m. – 5:00 p.m.

Curacao 3

SESSION A Human Resource Management / Organizational Behavior: Harassment and Personality Issues

Protecting Victims from Sexual Harassment: Using the Expanding Frontiers of Research to Address Old Questions

Karen L. Middleton, Texas A&M University – Corpus Christi

Margaret A. Lucero, Texas A&M University – Corpus Christi

Personality, Culture and Person-Organization Fit: Assessing the Benefits of HRM in the National Park Service

M. Suzanne Clinton, Cameron University

Janie R. Gregg, Mississippi University for Women

The Distortion of Effort Self-Perceptions and the Predictive Ability of Self-Efficacy in a Highly Complex, Uncertain Task

Megan Endres, Eastern Michigan University

3:30 p.m. – 5:30 p.m.

Curacao 4

**SESSION B Organization Theory/Organization Development and Change:
Micro/Macro Approaches to Organizational Change: The Role of
Corporate Culture and National Culture Values**

Session Chair: **Peter Sorensen**, Benedictine University

A Micro-Macro View of Change: Perspectives from Global OD Consulting

Therese Yaeger, Benedictine University

Organizational Change in a Fortune 500 Corporation

Philip Anderson, Abbott Laboratories

Organizational Change in China: Implications for OD

Lee Lu, LS International

The Application of AI in a Global Environment

Deloras Jones, Dana Corporation

Virtual Teams in a Multi-Cultural Environment

Rich Magner, Motorola

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2004
(Friday)**

3:30 p.m. – 5:00 p.m.

Curacao 5

SESSION C SWAM 2003 Distinguished Educator Award Recipient

Geralyn McClure Franklin, Dean, School of Business
The University of Texas of the Permian Basin

Striving for Excellence as a Well-Rounded Faculty Member

3:30 p.m. – 5:00 p.m.

Curacao 6

SESSION D The Dance of Management

Presenters: **Tim O. Peterson**, Oklahoma State University
 Joann K. Williams, Jacksonville State University

The typical instructional strategy of teaching within business schools is a logical-rational paradigm. This paradigm focuses on one way of knowing and learning and ignores the fact that there are many different ways of learning or knowing (Nessley, 2002). Thus, there has been a growing interest in exploring the use of the other ways of learning or knowing within the management classroom. One area of interest has been the use of the arts (e.g. music, drama, literature, visual arts, dance and storytelling). This workshop will focus on the use of dance to demonstrate management principles.

3:30 p.m. – 5:00 p.m.

Bonaire 4

SESSION E Work Preferences and Self-Managed Work Teams

An Assessment of Work Preferences by Business Major: Construct Development & Validation
G. Ronald Gilbert, Florida International University

Self-Managed Work Team Effectiveness: The Role of Goal Orientation and Encouraging Supervisory Behaviors

Charles M. Carson, University of Mississippi
Don C. Mosley, Jr., University of South Alabama
Scott L. Boyar, University of South Alabama

What You Don't Know Can't Hurt You: The Interactive Relationship Between Leader and Mentor
Kenneth Harris, Florida State University
K. Michele Kacmar, Florida State University

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 5, 2004
(Friday)**

5:00 p.m. – 6:00 p.m.

Curacao 3

Presiding: **Gayle Baugh**, University of West Florida
2004 – 2005 SWAM Program Chair

Meeting to develop plans for the 2004 – 2005 activities and conference program. All SWAM members are invited to attend. Come and sign up to be a Reviewer, Discussant, and/or Track Chair for next year's meeting. Share your ideas on what you liked, did not like, and would like to see in future conferences. This is a great way to build an appetite and thirst prior to the SWAM Reception

6:00 p.m. – 7:00 p.m.

Curacao 4 & 5

Southwest Academy of Management Reception

Presiding: **Jon W. Beard**, Digital Archipelago
2004 SWAM Program Chair

Mixer for Southwest Academy of Management conference participants and friends. There will be a cash bar, with one free drink ticket given to each person attending the SWAM Business Meeting on Thursday afternoon.

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 6, 2004
(Saturday)**

7:00 a.m. – 8:30 a.m.

Bonaire 3

Meeting: **SWAM Officer’s Meeting**

Presiding: **Shawn Carraher**, Texas A&M University – Commerce
2004 – 2005 President, Southwest Academy of Management

8:30 a.m. – 10:00 a.m.

Bonaire 4

SESSION A Organization Behavior: Workplace Issues and Leadership

Outcome Expectancy in a USAF System Program Office: A Case Study
Donald Drew, Oklahoma Christian University

Impact of Workplace Isolation on Job Satisfaction, Organizational Commitment, and Turnover Intentions of Virtual Office Employees

Jay Mulki, University of South Florida
Fernando Jaramillo, University of South Florida

Exploring Servant Leadership: Antecedents and Consequences
John Cater, Louisiana State University

8:30 a.m. – 10:00 a.m.

Bonaire 5

SESSION B: Strategic Issues: First Movers, Franchising, and Organizational Networks

Successful First-Movers: Can They Do It Again?
R. Migliore, Northeastern State University

Key Success Factors of Franchising Systems in the Retailing Sector
Ilan Alon, Rollins College

An Evolutionary Examination of Organizational Networks
Alix Valenti, University of Houston – Clearlake

**SOUTHWEST ACADEMY OF MANAGEMENT
(SWAM)**

**March 6, 2004
(Saturday)**

10:30 a.m. – 12:00 p.m.

Bonaire 4

SESSION A Innovative Teaching Methods Workshop

Serving Experienced Students with Theory Seminars

Janet A. Henquinet, Metropolitan State University

Many students enter or return to college to study in their field of work or in areas where they have prior knowledge. Theory seminars are a teaching and learning strategy designed especially for these experienced students. Theory seminars combine prior learning assessment, independent study, and classroom instruction. They build on the practical learning of adult students, combining that experiential learning with theoretical learning. These unique seminars enable experienced students to learn from each other and also allow faculty members to focus on “advanced” students. Most instructors who have attended training to develop a theory seminar indicate that it led them to new and more rewarding teaching approaches in the regular classroom. Theory seminars can be utilized at the undergraduate and/or graduate level and, like courses, can be designed to carry varying credit loads depending on the breadth and depth of the subject area. This workshop would introduce faculty to the conceptual framework for designing a theory seminar. It would also give them hands-on experience in starting the design process for a theory seminar in their subject area.

10:30 a.m. – 12:00 p.m.

Bonaire 5

SESSION B: Current Topics in OB and HR: Cross-Cultural Leadership, Gender, and Ethical Behavior

A Study of Leadership and Cultural Values of White and Hispanic Managers

Josephine Sosa-Fey, Texas A&M University Kingsville

Barbara Dastoor, Nova Southeastern University

Collectivism, Masculinity/Femininity, Uncertainty Avoidance and Power Distance in Relation to Preferred Outcomes

Kenneth Wheeler, University of Texas at Arlington

Assessing Ethical Behavior: Development of a Behaviorally Anchored Rating Scale

T. T. Rajan Selvarajan, Northeastern State University

Robert Cardy, Arizona State University