THIRTY-EIGHTH ANNUAL MEETING

March 9-12, 2011

FEDERATION OF BUSINESS DISCIPLINES
(Formerly Southwestern Federation of Administrative Disciplines)

National and International Constituency

Compiled and Edited by Marsha L. Bayless
Stephen F. Austin State University

With special thanks to the 2011 FBD Association Program Chairs

and to

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Thursday afternoon FBD Coffee Break

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If your organization or school is interested in sponsoring a function at FBD in New Orleans in 2012, please contact Executive Director Betty Kleen.
38th Annual Conference
March 9-12, 2011
Hyatt Regency, Houston, Texas

39th Annual Conference
February 29-March 3, 2012
Sheraton New Orleans, New Orleans, Louisiana

40th Annual Conference
March 13-16, 2013
Hyatt Regency, Albuquerque, NM

For more information visit
Federation of Business Disciplines
Website:
http://www.fbdonline.org
The FBD Gratefully Acknowledges the Support of the Following Exhibitors:

Becker Professional Review

Beta Gamma Sigma

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IDEA Data Analysis Software

Interpretive Simulations

LINKS-Simulations.com

McGraw Hill Higher Education

Pearson Education

Routledge

Wohl Publishing

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!
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Page</td>
<td>1</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>2</td>
</tr>
<tr>
<td>Advertisers and Exhibitors</td>
<td>4</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>5</td>
</tr>
<tr>
<td>Letter from the President of FBD</td>
<td>6</td>
</tr>
<tr>
<td>Letter from the FBD Program Chair</td>
<td>7</td>
</tr>
<tr>
<td>2011 McGraw-Hill/Irwin Distinguished Paper Awards</td>
<td>8</td>
</tr>
<tr>
<td>2011 Federation of Business Disciplines Outstanding Educator Awards</td>
<td>9</td>
</tr>
<tr>
<td>Breakfasts, Lunches, Dinners, Meetings and Receptions</td>
<td>10</td>
</tr>
<tr>
<td>Annual Business Meetings</td>
<td>12</td>
</tr>
<tr>
<td>FBD General Information</td>
<td>13</td>
</tr>
<tr>
<td>A General Timetable for the 2012 FBD Meeting in New Orleans</td>
<td>17</td>
</tr>
<tr>
<td>Executive Council</td>
<td>18</td>
</tr>
<tr>
<td>2011 Association Program Chairs</td>
<td>19</td>
</tr>
<tr>
<td>Association Programs</td>
<td></td>
</tr>
<tr>
<td>Academy of International Business, U.S. Southwest Chapter</td>
<td>20</td>
</tr>
<tr>
<td>American Accounting Association</td>
<td>39</td>
</tr>
<tr>
<td>Association for Business Communication, Southwest Region</td>
<td>58</td>
</tr>
<tr>
<td>Association of Business Information Systems</td>
<td>65</td>
</tr>
<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>72</td>
</tr>
<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>87</td>
</tr>
<tr>
<td>Southwest Academy of Management</td>
<td>115</td>
</tr>
<tr>
<td>Southwest Case Research Association</td>
<td>139</td>
</tr>
<tr>
<td>Southwestern Finance Association</td>
<td>146</td>
</tr>
<tr>
<td>Southwestern Society of Economists</td>
<td>184</td>
</tr>
<tr>
<td>FBD History</td>
<td>204</td>
</tr>
<tr>
<td>Hotel Floor/Room Maps</td>
<td>212</td>
</tr>
<tr>
<td>Index of Participants</td>
<td>217</td>
</tr>
</tbody>
</table>
Greetings to all FBD participants:

Welcome back to Houston! This 38th meeting of the Federation of Business Disciplines offers hundreds of sessions to choose from as you plan your activities during the next few days. FBD’s blend of diverse business disciplines provides all participants with many opportunities for professional growth and development. Truly we continue to live up to our motto: “Multiple perspectives, single vision”.

Be sure to allow time to visit the exhibits to learn about new instructional materials available. Let our vendors know you appreciate their participation. Don’t forget to drop your raffle ticket in the drawing box near the registration desk and be present in the exhibit hall at designated coffee break times. During selected breaks, drawings for different prizes will take place, but you need to be present to win!

We will also host an FBD Meet and Greet Social, which provides conference participants with the opportunity to visit with colleagues and develop new friendships in a relaxed environment. The Meet and Greet Social will be held in the exhibit hall from 5:30 p.m. – 7:00 p.m. on Thursday. Come enjoy this great social time for some food and drink, relaxing music, and fabulous networking opportunities.

I hope those of you who added the FBD Awards Reception and Banquet to your conference activities will enjoy the opportunity to visit with FBD Board members, Distinguished Paper winners, and Outstanding Educator winners at this classy event. Once again McGraw-Hill/Irwin has supported our Distinguished Paper Awards, and we thank them for their continued contribution to the conference in honoring these researchers and educators.

This year’s program was planned, thanks to the dedicated officers of various organizations who have worked with participants, to create an outstanding conference program. FBD Vice President and General Program Chair, Marsha Bayless, has spent many hours ensuring a successful coordination of all aspects of the program, including paper, panel and workshop sessions; business meetings; and various meal and other social events. I am truly grateful to Tom Tolleson, our Secretary/Treasurer, who has kept the financial affairs of the organization in order and did so with great dedication and integrity. I am also truly grateful to Betty Kleen, our Executive Director, who ensures the completion of so many things behind the scenes to ensure a successful conference and overall continuity of the Federation. Other members of the Executive Council have also spent many hours working on behalf of the organization. The annual FBD conference is a tribute to all of the hard working volunteer professionals in each of the associations as well as the dedicated members of the Board of Directors. A meeting of this size and magnitude, with its unique blend of diverse business disciplines meeting together as a single professional association, would be impossible without the exceptional efforts of all those associated with FBD.

Thank you for the opportunity to serve as your president this year. I have had the privilege of working with many talented and committed people over the course of my years as an officer in FBD. It is my hope that you enjoy Houston and find the program rewarding. Most importantly, I hope that you will continue to support your associations and help shape the future of FBD. Thank you for attending and participating in the 38th FBD Annual Meeting.

Michelle McEacharn, President
Federation of Business Disciplines
Dear Conference Attendees

Welcome back to Houston! It is with distinct pleasure that I join with all the Association Officers in extending this greeting to the 38th Annual Federation of Business Disciplines Conference, our tenth conference year under the FBD name. As you will see in the following pages of this program, there is an outstanding meeting waiting for you. This year’s conference promises to provide an excellent forum for scholarly research and professional development for this very unique organization—consisting of diverse disciplines merged into a single professional conference.

The Houston Rodeo is in town and is a short ride from the hotel on the light rail system. It is hard to beat a stop at the rodeo for a true western experience. As the fourth largest city in the United States, Houston has a surfeit of other activities and events to offer during your stay.

While I have the honor to welcome you as the overall program chair for the 2011 conference, the outstanding quality of the meeting is a result of the hard work and consistent efforts of the association program chairs. The program chairs have been working very effectively for the past year. Most of the program chairs attended the FBD Boot Camp held in June 2010 at the Hyatt Regency. They have worked with their association members to put together strong programs that should be of interest to all the disciplines. Thanks to a great group of program chairs for making these meetings happen.

A very special thank you goes to our sponsors, exhibitors and advertisers for their support. Without their participation, many of the activities that enhance our reputation as a high-quality professional organization and help us recognize the achievements of our members would not be possible.

Shea Ashley, our Senior Convention Services Manager with the Hyatt Regency, once again stepped forward to help schedule and facilitate all of the details of our conference. Shea worked with us in the 2008 Houston conference so it was especially nice to work with someone who knows our organization. We would also like to thank all of the rest of the hotel staff for their attention as well.

I accepted the position as FBD VP and Program Chair because I thought it would be a new challenge. I was definitely right! I appreciate all the efforts of the FBD officers—especially Michelle and Betty—to give me ideas and make sure I was on the right track in the development of this program. I would also like to thank the business faculty at my university for their assistance along the way.

As you are planning for the future, please notice that our meeting next year in New Orleans is not right after Mardi Gras as it has been in years past. As we haven’t been to New Orleans since 2001, we are looking forward to a return after 11 years. In 2013 we will be meeting in a new venue: Albuquerque, New Mexico. Please plan to join us for that meeting as well. You can find the exact dates and hotels on page 3 in this program.

Again, please enjoy the 2011 Conference. The sessions, meetings, and activities are waiting for you.

Marsha L. Bayless
Vice President and 2011 FBD General Program Chair
The Federation of Business Disciplines is pleased to recognize the recipients of the

2011 McGraw-Hill/Irwin Distinguished Paper Awards

Academy of International Business, U.S. Southwest Chapter
Opening the Black Box: Exploring the Home Field, Global Advantage, and Liability of Unfamiliarness Hypotheses in the Malaysian Banking Sector
Fadzlan Sufian, Khazanah Nasional Berhad Malaysia
M. Kabir Hassan, University of New Orleans

American Accounting Association, Southwest Region
Earnings Benchmarks and the Information Content of Quarterly Foreign Earnings of U.S. Multinational Companies
Michael J. Lacina, University of Houston – Clear Lake
Barry R. Marks, University of Houston – Clear Lake
Haeyoung Shin, University of Houston – Clear Lake

Association for Business Communication, Southwestern U.S.
Student Cheating: Current Faculty Perceptions
Betty A. Kleen, Nicholls State University
Shari Lawrence, Nicholls State University

Association of Business Information Systems
Walking Out the Door — Do Business Graduates Have The Information Technology Skills They Think They Do?
Brenda Hanson, Northwestern State University
Thomas Hanson, Northwestern State University
Begona Perez-Mira, Northwestern State University
Margaret Kilcoyne, Northwestern State University
Sue Champion, Northwestern State University

Association of Collegiate Marketing Educators
Toward Objective Evaluation for Market Entry Decision: An Application of Country Efficiency Evaluation
Gary H. Chao, Kutztown University
Maxwell K. Hsu, University of Wisconsin-Whitewater
David A. Haas, Kutztown University

Decision Sciences Institute, Southwest Region
Mergers of Closed-End Funds: An Analysis of Discount and Expense Ratio Reduction
Sinan Yildirim, Texas Wesleyan University

Southwest Academy of Management
Don't Blame Me: The Effects of CEO Power, Board Affiliation, and Sarbanes-Oxley on CEO Turnover Following Financial Misrepresentation
David M. Gomulya, University of Washington

Southwest Case Research Association
Conflict Between Doing Well and Doing Good? Capital Budgeting Case: Coors
Julia S. Kwok, Northeastern State University
Elizabeth C. Rabe, Northeastern State University
DISTINGUISHED PAPER AWARDS (Continued)

Southwestern Finance Association
Corporate Cost of Borrowing: TRACE on Syndicated Loans
Markus Fischer, Goethe University

Southwestern Society of Economists
Monetary Policy Surprise And Commercial Banks
Abdullah Mamun, University of Saskatchewan
M. Kabir Hassan, University of New Orleans

OUTSTANDING EDUCATOR AWARDS

The Federation of Business Disciplines is pleased to recognize the recipients of the

2011 Federation of Business Disciplines
Outstanding Educator Awards

American Accounting Association, Southwest Region
Thomas D. Tolleson, Texas Wesleyan University

Association for Business Communication, Southwestern U.S.
Harold A. Hurry, Sam Houston State University

Association of Business Information Systems
Daniel Friesen, University of North Texas, Dallas Campus

Association of Collegiate Marketing Educators
Ashish Chandra, University of Houston - Clear Lake

Decision Sciences Institute, Southwest Region
Fred L. Kitchens, Ball State University

Southwest Academy of Management
Tim O. Peterson, North Dakota State University

Southwest Case Research Association
Charles M. (Chad) Carson, Samford University

Southwestern Finance Association
Lalatendu Misra, University of Texas at San Antonio

Southwestern Society of Economists
Lynda Y. de la Viña, Dean and Peter Flawn Professor of Economics at
The University of Texas San Antonio
BREAKFASTS, LUNCHEONS, DINNERS, MEETINGS & RECEPTIONS

Wednesday, March 9, 2011

6:30 p.m. - 7:30 p.m.  Federation of Business Disciplines
Window Box, 2nd floor  Awards and Recognition Reception (By Invitation/Additional Fee Only)

7:30 p.m. - 9:30 p.m.  Federation of Business Disciplines
Regency, 2nd floor  Awards and Recognition Dinner (By Invitation/Additional Fee Only)

Thursday, March 10, 2011

7:00 a.m. - 8:15 a.m.  Southwest Academy of Management
Library, 2nd floor  Officer’s Meeting and Breakfast (SWAM Officers Only)

7:15 a.m. – 7:45 a.m.  Southwest Case Research Association
Window Box, 2nd floor  Past Presidents Meeting (SWCRA Past Presidents Only)

7:45 a.m. – 9:00 a.m.  Southwest Case Research Association
Window Box, 2nd floor  Breakfast and Business Meeting (SWCRA Members Only)

7:30 a.m. – 8:30 a.m.  Decision Sciences Institute, Southwest Region
Sandalwood A  Officers and Directors Meeting (SWDSI Officers and Directors Only)

7:30 a.m. – 8:30 a.m.  Association of Business Communications – Southwestern U.S.
Imperial West, 3rd floor and Association of Business Information Systems
Joint Breakfast (ABC-SWUS and ABIS Members Only)

10:00 a.m.-10:30 a.m.  FBD Coffee Break
Market Place

12:00 p.m. – 1:15 p.m.  Southwestern Finance Association
Imperial West, 3rd floor  Doctoral Student Luncheon (registered SWFA doctoral students only)

4:00 p.m. – 5:00 p.m.  Southwest Case Research Association
Window Box, 2nd floor  2012 Program Planning Meeting (all interested persons welcome)

3:00 p.m.-3:30 p.m.  FBD Coffee Break – Sponsored by Southwestern Finance
Market Place  Association

5:00 p.m. – 7:00 p.m.  Southwestern Finance Association
Post Oak Grill (off-site)  Reception (off-site at Post Oak Grill) (SWFA members only)

5:30 p.m. – 6:30 p.m.  Southwestern Society of Economists
Library  Executive Committee Meeting (SSE Executive Committee members only)

5:30 p.m. - 7:00 p.m.  Federation of Business Disciplines
Market Place  Meet and Greet Social (for all conference participants)

6:30 p.m. – 8:00 p.m.  American Accounting Association, Southwest Region
Regency  Reception –Technology Tips and AAA Commons Activities
(AAA-SW members only)
Friday, March 11, 2011

7:00 a.m. – 9:00 a.m. Southwestern Finance Association
Arboretum 5 Board Meeting (SWFA Board Members only)

7:30 a.m. – 8:30 a.m. Association for Collegiate Marketing Educators
Window Box, 2nd Floor ACME Breakfast and Special Time (ACME members only)

8:00 a.m. – 10:00 a.m. Southwestern Society of Economists
Arboretum 4 Annual Business Breakfast Meeting (SSE members only)

8:00 a.m. – 8:30 a.m. Association for Business Communication – Southwestern U.S.
Imperial Ctr, 3rd Floor Breakfast (ABC-SWUS Members and Presenters Only)

10:00 a.m.-10:30 a.m. FBD Coffee Break- Sponsored by Hyatt Regency Houston
Market Place

12:00 p.m. – 3:00 p.m. Academy of International Business, U.S. Southwest Chapter
Imperial West, 3rd Floor Luncheon (AIB-SW Members only-RSVP required)

12:00 p.m. – 1:30 p.m. American Accounting Association—Southwest Region
Imperial East, 3rd Floor Luncheon and Business Meeting (AAA-SW members only)

12:00 p.m. – 1:45 p.m. Southwestern Finance Association
Imperial Ctr, 3rd floor Luncheon and Business Meeting (SWFA members only)

12:00 p.m. – 1:15 p.m. Association for Collegiate Marketing Educators
Window Box, 2nd Floor ACME Luncheon and Business Meeting (ACME members only)

3:00 p.m. – 3:30 p.m. FBD Coffee Break
Market Place

6:30 p.m. - 8:00 p.m. Southwest Academy of Management
Window Box, 2nd Floor Annual Reception (SWAM members only)

Saturday, March 12, 2011

7:00 a.m.-8:15 a.m. Southwest Academy of Management
Arboretum 5 Saturday Survivors’ Breakfast (SWAM members only)

8:00 a.m.–11:30 a.m. Federation of Business Disciplines
Regency, 2nd floor Breakfast and Meetings (FBD 2012 Program Chairs, Board and Officers)
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>FBD 2010-2011 Board of Directors</td>
<td>Wednesday, March 9, 2011</td>
<td>2:00 p.m. – 5:00 p.m.</td>
<td>Regency (2nd Floor)</td>
</tr>
<tr>
<td>FBD 2012 New Program Chairs</td>
<td>Saturday, March 12, 2011</td>
<td>8:00 a.m. – 9:00 a.m.</td>
<td>Regency (2nd Floor)</td>
</tr>
<tr>
<td>FBD 2011-2012 Board of Directors</td>
<td>Saturday, March 12, 2011</td>
<td>9:00 a.m. – 11:00 a.m.</td>
<td>Regency (2nd Floor)</td>
</tr>
<tr>
<td>Academy of International Business</td>
<td>Thursday, March 10, 2011</td>
<td>5:15 p.m. – 6:30 p.m.</td>
<td>Conference 4, (6th Floor)</td>
</tr>
<tr>
<td>American Accounting Association – Southwest Region</td>
<td>Friday, March 11, 2011</td>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Imperial East, (3rd Floor)</td>
</tr>
<tr>
<td>Association for Business Communication</td>
<td>Thursday, March 10, 2011</td>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Cottonwood (3rd Floor)</td>
</tr>
<tr>
<td>Association of Business Information Systems</td>
<td>Thursday, March 10, 2011</td>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Dogwood (3rd Floor)</td>
</tr>
<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>Friday, March 11, 2011</td>
<td>12:00 p.m. – 1:15 p.m.</td>
<td>Window Box (2nd Floor)</td>
</tr>
<tr>
<td>Decision Sciences Institute - Southwest Region</td>
<td>Thursday, March 10, 2011</td>
<td>3:30-5:00 p.m.</td>
<td>Imperial West (3rd Floor)</td>
</tr>
<tr>
<td>Southwest Academy of Management</td>
<td>Friday, March 11, 2011</td>
<td>5:15 p.m. – 6:15 p.m.</td>
<td>Arboretum I (2nd Floor)</td>
</tr>
<tr>
<td>Southwest Case Research Association</td>
<td>Thursday, March 10, 2011</td>
<td>7:45 a.m. – 9:00 a.m.</td>
<td>Window Box(2nd Floor)</td>
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<tr>
<td>Southwestern Finance Association</td>
<td>Friday, March 11, 2011</td>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Imperial Center, (3rd Floor)</td>
</tr>
<tr>
<td>Southwestern Society of Economists</td>
<td>Friday, March 11, 2011</td>
<td>8:00 a.m.-10:00 a.m.</td>
<td>Arboretum 4, (2nd Floor)</td>
</tr>
</tbody>
</table>
The FBD Meeting
The thirty-eighth annual meeting of the Federation of Business Disciplines (formerly Southwestern Federation of Administrative Disciplines) takes place on March 9-12, 2011 in Houston, Texas. The Hyatt Regency Hotel serves as the conference Headquarters Hotel.

The Federation of Business Disciplines (FBD) is a highly successful multi-disciplinary, non-profit, volunteer-driven organization. FBD is one of the largest, most prestigious annual meetings for those disciplines common to business administration. As a major force for business educators, the FBD presently includes academic associations that share common goals to:

- Promote high-quality teaching, research and services
- Encourage excellence through peer evaluation of scholarly work
- Recognize outstanding achievement of members
- Increase diversity and encourage multi-disciplinary interaction
- Provide social and professional opportunities for networks of scholars
- Facilitate faculty placement

2011 FBD Headquarters Hotel
The Hyatt Regency Hotel in Houston is serving as the Headquarters Hotel.

Special Accommodations
Any individual who requires special accommodations for a specific disability should contact the Hyatt Regency Hotel at least two weeks prior to the conference.

FBD Distinguished Paper Awards
Distinguished Paper Awards are being sponsored by McGraw-Hill/Irwin to recognize the outstanding papers submitted for presentation at the FBD meeting. Authors of these papers will receive plaques at a special FBD awards and recognition dinner.

FBD Outstanding Educator Awards
Outstanding Educator Awards are being sponsored by the Federation of Business Disciplines to recognize those educators who have been identified as truly outstanding in their teaching and related efforts that contribute to student learning. Award winners will receive plaques at a special FBD awards and recognition dinner.
Purpose of FBD
Founded in 1973 as the Southwestern Federation of Administrative Disciplines, FBD has become one of the largest annual meetings for those disciplines common to business administration. Recognizing that the 21st century poses new challenges and opportunities in business education, research and practice, the federation fosters global outreach among scholars in the disciplines common to business administration. FBD’s mission is: To bring a new measure of excellence by emphasizing quality and cutting-edge research, identifying new approaches and ideas, and examining issues that confront the ever-changing teaching and learning environments in various disciplines of business.

FBD Organization
Within the constitution and bylaws, FBD is governed by a Board of Directors, which is comprised of two representatives from each association of the Federation. The Board of Directors elects a President, Vice President, and Secretary-Treasurer. The many activities of the Federation are planned and developed through its various standing and ad hoc communities.

Pre-Registration
FBD conducts a pre-registration for the Federation as a whole during December, January, and February as a service to member associations. To pre-register, please see www.fbdonline.org.

Registration
The registration area is located in Market Place/Exhibit Hall. Participants may register on-site or pick up conference materials (name badges, receipts, programs/proceedings, etc.) at the registration area. Registration hours are:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>Wednesday, March 9</td>
<td>11:00 a.m. - 5:30 p.m.</td>
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<tr>
<td>Thursday, March 10</td>
<td>8:00 a.m. - 5:00 p.m.</td>
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<tr>
<td>Friday, March 11</td>
<td>8:00 a.m. - 4:00 p.m.</td>
</tr>
<tr>
<td>Saturday, March 12</td>
<td>7:30 a.m. – 9:00 a.m.</td>
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(Saturday registration is located outside the Regency on the 2nd floor.)

All conference attendees/presenters/participants must register for the conference. The registration fee is comprised of two fees. A $75 FBD registration fee is paid only once by all participants, regardless of the number of association registrations. Each participant must also pay a registration fee to at least one association which entitles the registrant to receive all association conference materials and attend events of that association. Conference participants may register for multiple associations. Some of the FBD associations offer students reduced membership dues.

2011 Association Registration Fees (In addition to the $75 Required FBD Fee)*

<table>
<thead>
<tr>
<th>Association</th>
<th>Fee</th>
</tr>
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<tbody>
<tr>
<td>Academy of International Business, Southwest Region</td>
<td>$75.00</td>
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<tr>
<td>American Accounting Association, Southwest Region</td>
<td>$75.00</td>
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<tr>
<td>Association for Business Communication, Southwest Region</td>
<td>$40.00</td>
</tr>
<tr>
<td>Association of Business Information Systems</td>
<td>$50.00</td>
</tr>
<tr>
<td>Association of Collegiate Marketing Educators</td>
<td>$90.00</td>
</tr>
<tr>
<td>Decision Sciences Institute, Southwest Region</td>
<td>$45.00</td>
</tr>
<tr>
<td>Southwest Academy of Management</td>
<td>$75.00</td>
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<tr>
<td>Southwest Case Research Association</td>
<td>$65.00</td>
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<tr>
<td>Southwestern Finance Association</td>
<td>$60.00</td>
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<tr>
<td>Southwestern Society of Economists</td>
<td>$49.00</td>
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*Note: Some associations include a charge for, or have an optional subscription to a journal or papers and proceedings. Some associations offer student discounts. Onsite registration for FBD and some associations may be higher.
Value for Your FBD Fee

As all business academicians recognize, various costs are involved in any professional association endeavor. FBD is no exception. Your registration fee is used to cover a variety of operating costs incurred by the organization. This list details how the FBD fee is used in serving the FBD associations. These costs are often subsidized by an FBD officer’s college, university or professional association. The FBD $75 registration fee remains one of the lowest for any professional association. Contact the FBD Secretary-Treasurer for more details.

- **Pre-registration and On-site Registration Activities.** FBD absorbs the costs of pre-registration, including preparing and printing all registration materials (e.g., name badges, receipts, event tickets, etc). On-site registration costs include materials (e.g., badge holders), processing needs (e.g., internet connectivity and booth setup), staff personnel, security, and transportation costs.
- **Placement Services.** FBD covers the costs of placement services, including materials transportation, copying and printing, staffing, and other miscellaneous related expenditures.
- **Exhibitors and Advertisers.** Exhibitor lists purchases, solicitation material printing/mailing, and exhibit area promotions costs are incurred to provide a conference exhibit area.
- **Design, Development and Printing of FBD Program.** FBD absorbs the costs of development and printing costs each year so that the organization can provide each conference participant with a comprehensive program book detailing all conference activities and recognizing all conference participants.
- **Audiovisual Equipment.** FBD covers the costs of a standard projection equipment package in each meeting room during the conference. The package is dependent upon the negotiated pricing and specifications available at each conference site through the audiovisual provider.
- **Booths and Drapage.** FBD incurs costs for the rental of exhibit booths and for draping the exhibit area, as well as draping needs throughout other conference activities.
- **Service Recognitions and Support.** FBD provides recognition for the service of association representatives at the FBD Awards Reception and Banquet and provides support to an association representative through complimentary hotel night provisions.
- **Board of Directors Meetings.** Miscellaneous expenses are incurred in conducting two Board of Directors’ meetings.
- **Conference Planning Activities.** FBD provides some support for each association’s program chair to attend the FBD Boot Camp, an intensive program planning meeting. FBD also provides support to the Executive Director and FBD General Program Chair related to on-site inspections of hotel facilities in planning the use and allocation of meeting space.
- **Site Selection Recommendations.** FBD covers the travel costs of the Executive Director and partial support for Site Selection Committee travel so that potential convention sites can be effectively evaluated for recommendation to the Board of Directors.
- **Printing and Mailings.** FBD absorbs the costs of maintaining and updating mailing lists, printing and mailing the Call for Papers, and printing and/or mailing other conference materials.
- **Website Design and Maintenance.** FBD covers the Fees to maintain a website address and the costs to provide for continuous maintenance of other a website.
- **Credit Card Processing and Banking.** FBD incurs the full costs of credit card processing (e.g., credit card fees, banking and security requirements to process credit cards, etc.) for its member associations. FBD also incurs normal banking service charge costs and fees to handle the volume of financial transactions that occur as a result of its conference activities.
- **Social Networking Events.** FBD provides a number of social networking events for its conference participants. These events include the Awards Reception and Banquet, exhibit area Coffee Breaks, and the Meet and Greet Social.
- **Miscellaneous Expenses.** Such costs vary from year to year but may include officer transition costs, nonroutine charges, accounting or auditing costs, and the like.
**FBD GENERAL INFORMATION**

**Placement Service**
FBD will provide a Placement Service for academic positions in a designated area of the Exhibit Area in Market Place/Exhibit Hall. The service will be staffed during the following hours:

- **Wednesday, March 9** | 11:00 a.m. - 5:30 p.m.
- **Thursday, March 10** | 8:00 a.m. - 5:00 p.m.
- **Friday, March 11** | 8:00 a.m. - 4:00 p.m.

Pre-registration information for the Placement Service, and other placement information, is available from FBD’s Placement Director.

**Carla Barber**  
University of Central Arkansas  
Conway, AR 72035

**Exhibitors**
Publishers’ exhibits will also be located in Market Place/Exhibit Hall. You are encouraged to visit these exhibits and demonstrations. Please remember that the exhibitors’ support helps make the annual FBD meeting possible. Exhibitors will be available to “show and tell” what is new and different about their textbooks, computer software, and related materials during the following hours:

- **Wednesday, March 9** | 2:00 p.m. – 5:30 p.m.
- **Thursday, March 10** | 8:00 a.m. – 5:00 p.m.
- **Friday, March 11** | 8:00 a.m. – 4:00 p.m.

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

Let our exhibitors know how much we appreciate their presence and continued support!

**Meeting Rooms**
The locations of the various rooms can be found by referring to the floor plans in the back of this program. A basic overview of the conference room locations is as follows: Arboretum I-V, Library, Window Box, and Regency are on the 2nd floor; Imperial (East, Center, and West), Cypress, Magnolia, Cottonwood, Mesquite, Redbud, and Dogwood are on the 3rd floor; Live Oak, Willow, Ponderosa, Holly, Cedar, Sandalwood, Raintree, Ebony, and Pecan are on the 4th floor; and Conference Rooms 1-10 are located on the 6th floor. The Market Place/Exhibit Hall is located on the lower level off the hotel lobby.

*Smoking is not permitted in the meeting rooms.*
February 2011 ..................  FBD 2012 General Program Chair prepares and a 2012 FBD “Call For Papers” for distribution at the FBD Annual Meeting.

March 2011 ...................... The 2012 Association Program Chairs and the 2012 FBD General Program Chair start planning for the 2012 conference at the New Program Chairs meeting held on Saturday morning during the 2011 FBD conference.

April/May 2011.............. Program Committees/Track Chairs are selected by Association Program Chairs. Each Association sends out a Preliminary “Call For Papers” to current and prospective participants.

May/June 2011 .............. FBD Officers and Association Program Chairs participate in FBD Boot Camp at hotel of the 2012 conference.

June 2011 ...................... FBD General Program Chair and each Association Program Chair send out “Call For Papers” reminders to current and prospective participants.

July/August 2011 .......... Association Track Chairs continue soliciting manuscripts, special session proposals, tutorials and workshops for the 2012 FBD Conference.

Summer 2011 .............. FBD Executive Director distributes postcard “Call for Papers” and prepares detailed online “Call for Papers.”

September 2011 .......... Deadlines for receipt of papers, abstracts and proposals. Track Chairs for each Association initiate the review process and report the submission data to their Association Program Chairs.

October 2011 ................ Track Chairs make acceptance/rejection decisions. Solicitation of nominees and judging of the candidates for the FBD Distinguished Paper and Outstanding Educator Awards occurs.

Early November 2011 ...... Each Association Program Chair compiles, organizes and sends all program information to the 2012 FBD General Program Chair.

Early December 2011 ..... FBD General Program Chair completes compilation of 2012 FBD Program Book and sends it to the printer. Each Association Program Chair contacts hotel caterers to arrange for receptions, dinners, breakfasts and special events.

January 2012 .............. 2012 FBD Program is posted on FBD Web site.

February 2012 .............. Deadline for receipt of hotel reservations and pre-conference registration
The FBD By-Laws, Article Five, provide that “The Executive Council shall consist of the President, FBD General Program Chair, Vice-President Program Chair Elect, Secretary-Treasurer, three (3) most recent Past-Presidents of FBD who are willing to serve, and Executive Director. The President shall serve as Chair of the Executive Council and works closely with the Executive Director to establish the agenda. The Executive Director shall serve as a voting member of the committee and shall be responsible for meeting arrangements. The Executive Council shall consider issues of long-range significance to the Federation and make recommendations to the Board concerning both location and dates of the annual meetings of the Federation.”

Michelle McEacharn, President  
The University of Louisiana at Monroe

Marsha L. Bayless, Vice President &  
Program Chair  
Stephen F. Austin State University

Larry Garner, Vice President & Program Chair Elect  
Texas A&M University-Central Texas

Ashish Chandra, Past President  
University of Houston – Clear Lake

Thomas D. Tolleson, Secretary/Treasurer  
Texas Wesleyan University

Betty Kleen, Executive Director  
And Past President  
Nicholls State University

David P. Paul, III, Past President  
Monmouth University

Sam Bruno, who was a founding member of the Southwest Federation of Administrative Disciplines that was later renamed the Federation of Business Disciplines, served as Executive Director from 1982 through 2009. In 2009, Sam received the Lifetime Achievement in Leadership Award and was named Executive Director Emeritus.
FBD Vice President and Program Chair
**Marsha L. Bayless**, Stephen F. Austin State University

FBD Vice President and Program Chair-Elect
**Larry Garner**, Texas A&M University-Central Texas

Academy of International Business, U.S. Southwest Chapter
**Chu V. Nguyen**, University of Houston-Downtown

American Accounting Association, Southwest Region
**Robert Walsh**, University of Dallas

Association for Business Communication, Southwest U.S.
**Margaret S. Kilcoyne**, Northwestern State University

Association of Business Information Systems
**Roslyn Lisenby-Turner**, Southern Arkansas University Tech

Association of Collegiate Marketing Educators
**Sharon Thach**, Tennessee State University

Decision Sciences Institute, Southwest Region
**Carl Rebman, Jr.**, University of San Diego

Southwest Academy of Management
**Christine Miller**, Tennessee Tech University

Southwest Case Research Association
**Jeffrey R. Miller**, Augusta State University

Southwestern Finance Association
**Natalya (Natasha) Delcoure**, University of St. Thomas – Houston

Southwestern Society of Economists
**Mihai Nica**, University of Central Oklahoma