



# CALL FOR PAPERS - 2011

**Balancing Profitability and Sustainability:  
Shaping the Future of Business**

## **INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES**

**23<sup>rd</sup> Annual Meeting  
April 7 - 9, 2011  
New Orleans, Louisiana**

**Submission Deadline: November 1st, 2010**

**Best Overall and Best Student papers will be selected  
\$500 monetary award for each paper from IABD**

### **Embassy Suites New Orleans Convention Center**

**315 Julia Street  
New Orleans, LA 70130  
Tel: 504-525-1993  
Toll-free: 1-800-EMBASSY  
[www.neworleans.embassysuites.com](http://www.neworleans.embassysuites.com)**



**The deadline for hotel reservations at the IABD  
Special Rate of \$119 is March 15, 2011**

**FOR MORE INFORMATION VISIT THE IABD WEBSITE AT  
[WWW.IABD.ORG](http://WWW.IABD.ORG)**

# CALL FOR PAPERS - 2011

## INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES OFFICERS

### **President**

Ahmad Tootoonchi  
College of Business  
Frostburg State University  
Tel: 301-687-4740  
[tootoonchi@frostburg.edu](mailto:tootoonchi@frostburg.edu)

### **VP Communication/Media Relations**

Louis K. Falk  
English & Communication Department  
University of Texas at Brownsville  
Tel: 956-882-8239  
[louis.falk@utb.edu](mailto:louis.falk@utb.edu)

### **BRY Editor**

Margaret A. Goralski  
Lender School of Business  
Quinnipiac University  
Tel: 203-421-4840  
[margaret.goralski@quinnipiac.edu](mailto:margaret.goralski@quinnipiac.edu)

### **VP Administration & Finance**

Reza Eftekhazadeh  
CIS/DS Department  
St. John's University  
Tel: 718-990-2134  
[eftekhaz@stjohns.edu](mailto:eftekhaz@stjohns.edu)

### **Conference Chair**

Rodney A. Oglesby  
Breech School of Business  
Drury University  
Tel: 417-873-7879  
[roglesby@drury.edu](mailto:roglesby@drury.edu)

### **BRY Associate Editor**

H. Paul LeBlanc III  
Department of Communication  
The U. of Texas at San Antonio  
Tel: 210-458-7724  
[pleblanc@utsa.edu](mailto:pleblanc@utsa.edu)

### **VP Advancement**

J. Gregory Payne  
Emerson College  
Tel: 617-824-8493  
[zulene@aol.com](mailto:zulene@aol.com)

### **Program Chair**

Paul Fadil  
Department of Management  
University of North Florida  
Tel: 904-620-2780  
[pfadil@unf.edu](mailto:pfadil@unf.edu)

### **BRY Managing Editor**

Marjorie G. Adams  
School of Business and Management  
Morgan State University  
Tel: 443-885-4567  
[marjorie.adams@morgan.edu](mailto:marjorie.adams@morgan.edu)

---

### **Area Coordinators**

**Africa** - Gillian Palmer  
elementE, UK  
elementE, Checkendon  
Tel: + 44 -0-7815-187299  
[gillian@elemente.co.uk](mailto:gillian@elemente.co.uk)

**Asia** - Ali Kanso  
Department of Communication  
The University of Texas at San Antonio  
Tel: 210-458-5356  
[akanso@utsa.edu](mailto:akanso@utsa.edu)

**England** - U. Raut-Roy  
Ashcroft International Business School  
Anglia Ruskin University  
Cambridge, England  
Tel: 00- 44-1223-363271, ext. 2428  
[u.raut-roy@anglia.ac.uk](mailto:u.raut-roy@anglia.ac.uk)

**Spain** - Paloma Bernal Turnes  
Business Management department  
Universidad Rey Juan Carlos  
Tel: +34-914-95-9262  
[paloma.bernal@urjc.es](mailto:paloma.bernal@urjc.es)

### **AND**

Maria Luisa Medrano  
Business Management department  
Universidad Rey Juan Carlos  
Tel: +34-914-95-9230  
[marialuisa.medrano@urjc.es](mailto:marialuisa.medrano@urjc.es)

### **Track Chairs**

**1. Accounting Theory**  
Richard Silkoff  
Business Administration Department  
Eastern Connecticut State University  
Tel: 860-465-5326  
[silkoffr@easternct.edu](mailto:silkoffr@easternct.edu)

### **2. Accounting History**

Darwin L. King  
School of Business  
St. Bonaventure University  
Tel: 716-375-2138  
[dking@sbu.edu](mailto:dking@sbu.edu)

### **3. Advertising and Marketing Communication**

Louis K. Falk  
English & Communication Department  
University of Texas at Brownsville  
Tel: 956-882-8239  
[louis.falk@utb.edu](mailto:louis.falk@utb.edu)

### **4. Applied Management Science and Decision Support Systems**

Zahid Y. Khairullah  
School of Business  
St. Bonaventure University  
Tel: 716-375-2093  
[zyk@sbu.edu](mailto:zyk@sbu.edu)

### **5. Communication and Technology**

John C. Tedesco  
Department of Communication  
Virginia Tech University  
Tel: 540-231-3224  
[tedesco@vt.edu](mailto:tedesco@vt.edu)

### **6. Computer Information Systems**

Shakil Rahman  
Department of Management  
Frostburg State University  
Tel: 301-687-4189  
[srahman@frostburg.edu](mailto:srahman@frostburg.edu)

### **7. Crisis Management**

H. Paul LeBlanc III  
Department of Communication  
The U. of Texas at San Antonio  
Tel: 210-458-7724  
[pleblanc@utsa.edu](mailto:pleblanc@utsa.edu)

### **8. Cross-Cultural Communication**

Raquel Casino  
MANGO, Dominican Republic  
+34 (658) 353 707  
[casinoraquel@gmail.com](mailto:casinoraquel@gmail.com) or  
[casinoraquel@hotmail.com](mailto:casinoraquel@hotmail.com)

### **9. Cross-Cultural Marketing**

Ziad Swaidan  
School of Business Administration  
University of Houston Victoria  
Tel: 281-275-3381  
[swaidanz@uhv.edu](mailto:swaidanz@uhv.edu)

### **10. E-Business**

Gillian Palmer  
elementE, UK  
Tel: +44-0-7815-187299  
[gillian@elemente.co.uk](mailto:gillian@elemente.co.uk)

### **11. Economics**

Dale Steinreich  
Breech School of Business  
Drury University  
Tel: 256-698-9515  
[dsteinreich@drury.edu](mailto:dsteinreich@drury.edu)

### **12. Entrepreneurship and Small Business**

Chulguen (Charlie) Yang  
Department of Management/MIS  
Southern Connecticut State University  
Tel: 203-392-5144  
[YangC1@SouthernCT.edu](mailto:YangC1@SouthernCT.edu)

### **13. Ethical and Social Issues**

David Zoogah  
School of Business and Management  
Morgan State University  
Tel: 443-885-1691  
[David.Zoogah@morgan.edu](mailto:David.Zoogah@morgan.edu)

### **14. Finance**

Phillip Fuller  
Dept. of Economics and Finance  
Jackson State University  
Tel: 601-979-2531  
[phillip.r.fuller@jsums.edu](mailto:phillip.r.fuller@jsums.edu)

### **15. Global Corporate PR, Responsibility and Culture**

Enric Ordeix-Rigo  
Blanquerna School of Communication  
Ramon Llull University  
Tel: +34-932533221; cell: +34-616270506  
[enricor@blanquerna.url.edu](mailto:enricor@blanquerna.url.edu)

### **16. Global Environment and Trends**

Erich B. Bergiel  
Richards College of Business  
University of West Georgia  
Tel: 678-839-4840  
[ebergiel@westga.edu](mailto:ebergiel@westga.edu)

**17. Health Comm. & Public Policy**

J. Gregory Payne  
Emerson College  
Tel: 617-824-8493  
[zulene@aol.com](mailto:zulene@aol.com)

**18. Human Resources Management**

Crystal L. Owen  
Department of Management  
University of North Florida  
Tel: 904-620-2780  
[cowen@unf.edu](mailto:cowen@unf.edu)

**19. Instructional and Pedagogical Issues**

Amiso M. George  
Schieffer School of Journalism  
Texas Christian University  
Tel: 817-257-7510  
[a.george2@tcu.edu](mailto:a.george2@tcu.edu)

**20. International Business and Marketing**

Philemon Oyewole  
Department of Marketing  
Howard University  
Tel: 202-806-1651  
[poyewole@howard.edu](mailto:poyewole@howard.edu)

**21. Leadership**

Michael J. Mitchell  
International School of Management, Paris  
Tel: 559-676-1779  
[mike@byblosspress.com](mailto:mike@byblosspress.com)

**22. Managerial Accounting**

Majidul Islam  
Department of Accountancy  
Concordia University  
Tel: 514-848-2424 ext 2768  
[mislam@jmsb.concordia.ca](mailto:mislam@jmsb.concordia.ca)

**23. Management of Diversity**

Chynette Nealy  
Mgmt., Mktg., & Bus. Administration  
University of Houston-Downtown  
Tel: 713-222-5367  
[nealyc@uhd.edu](mailto:nealyc@uhd.edu)

**24. Manufacturing and Service**

Mohammad Z. Bsar  
School of Business and Management  
National University  
Tel: 858-642-8336  
[mbsar@yahoo.com](mailto:mbsar@yahoo.com)

**25. Marketing Research**

Talha D. Harcar  
Department of Business Administration  
Penn State Beaver  
Tel: 724-773-3892  
[tdh13@psu.edu](mailto:tdh13@psu.edu)

**26. Organizational Behavior and Organizational Theory**

Kayong Holston  
Department of Business Administration  
Ottawa University  
Tel: 602-749-5203  
[kayong.holston@ottawa.edu](mailto:kayong.holston@ottawa.edu)

**27. Organizational Communication and Crisis Management**

Reza Eftekharzadeh  
CIS/DS Department  
St. John's University  
Tel: 718-990-2134  
[eftekh@stjohns.edu](mailto:eftekh@stjohns.edu)

**28. Political Communication and Public Affairs**

John Mark King  
Department of Communication  
East Tennessee State University  
Tel: 423-439-4169  
[johnking@etsu.edu](mailto:johnking@etsu.edu)

**29. Public Relations and Corporate Communications**

Bonita Dostal Neff  
Department of Communication  
Valparaiso University  
Tel: 219-464-6827  
[bonita.neff@valpo.edu](mailto:bonita.neff@valpo.edu)

**30. Relationship Marketing**

Michael Coolsen  
Department of Management and Marketing  
Shippensburg University  
Tel: 717-477-1587  
[mkcool@ship.edu](mailto:mkcool@ship.edu)

**31. Quality and Productivity**

Felix Abeson  
Dept of Management and Marketing  
Coppin State University  
Tel: 410-951-3454  
[fabeson@coppin.edu](mailto:fabeson@coppin.edu)

**32. Spirituality in Organizations**

Robert A. Page  
School of Business  
Southern Connecticut State University  
Tel: 203-392-6139  
[pager1@southernct.edu](mailto:pager1@southernct.edu)

**33. Sport Marketing**

Brian V. Larson  
School of Business Administration  
Widener University  
Tel: 610-499-1182  
[bvlarson@widener.edu](mailto:bvlarson@widener.edu)

**34. Strategic Management Co-chair**

Omid Nodoushani  
Management/MIS  
Southern Connecticut State University  
Tel: 203-392-7030  
[nodoushaniOI@southernct.edu](mailto:nodoushaniOI@southernct.edu)

**Co-chair**

Margaret A. Goralski  
Lender School of Business  
Quinnipiac University  
Tel: 203-421-4840  
[margaret.goralski@quinnipiac.edu](mailto:margaret.goralski@quinnipiac.edu)

**35. Strategic Marketing**

Harold W. Lucius  
Department of Marketing  
Rowan University  
Tel: 856-256-4500 ext 3401  
[lucius@rowan.edu](mailto:lucius@rowan.edu)

**36. Student Papers**

Marty Mattare  
Department of Management  
Frostburg State University  
Tel: 240-527-2747  
[mmattare@frostburg.edu](mailto:mmattare@frostburg.edu)

**37. Tourism, Travel, and Hospitality**

Nathan K. Austin  
School of Business and Management  
Morgan State University  
Tel: 443-885-4585  
[Nathan.Austin@morgan.edu](mailto:Nathan.Austin@morgan.edu)

# **IABD CALL FOR PAPERS - 2011**

## **General Information**

The International Academy of Business Disciplines (IABD) invites papers in all business and communication disciplines as well as research on interdisciplinary topics.

### **Submission policies & procedures**

1. Submission deadline is **November 1st, 2010**. Manuscripts must be no more than 20 pages long including figures, tables and references.
2. To submit your manuscript, please email your submission to the appropriate track chair and send an additional copy for administrative purposes to: [submission2011@iabd.org](mailto:submission2011@iabd.org).
3. Submission must be entirely original: not under concurrent consideration, scheduled for presentation elsewhere, or previously published.
4. No participant is allowed to be included as an author or co-author in more than 2 submissions.
5. The title page must include the name, affiliation, title/academic rank, mailing address, phone number, and the email address of the author (s).
6. At least one of the authors must certify his/her intention to register for and attend the conference to present the paper if it is accepted.
7. For symposia, tutorials, and workshops include the topic, brief description, time/facilities needed, and the name of session leaders. Submit an electronic copy of the proposal to the appropriate track chair. The program chair will accept or reject the proposal based on the track chair's recommendation.
8. **Any manuscript submitted to more than one track, and/or that has more than three co-authors, and/or that does not include references, will be automatically disqualified.**
9. Author (s) may choose to submit papers for presentation only.
10. Abstracts will not be considered for publication.

### **Review process**

Papers are blind reviewed by three reviewers. Authors must avoid revealing their identity or affiliation within the body of the paper and/or the references.

### **Publication of the accepted papers**

If accepted for **presentation only**, the authors will receive an acceptance letter from the respective Track Chairs along with the Registration form. The Track Chair will include the paper for presentation in one of the sessions under his/her track in the conference program booklet.

If accepted for publication in the Business Research Yearbook, the authors will be notified by the respective Track Chair along with the Registration form and the guidelines for modifying and formatting the paper for publication. This will include condensing the paper to **6 single-spaced pages (two additional pages are allowed for a \$25 fee per page.) on 8 ½ x 11 size paper only**. The final version of the paper must follow the APA guidelines, and be **emailed to the respective Track Chairs** as an attachment in **MS Word by January 15, 2011**.

**Presenters are expected to bring their own laptops, and IABD will provide the Computer Projection System.**

### **Registration Process**

#### **Authors:**

Papers will be neither published, nor included in the printed program, unless a completed registration form and appropriate payment is received by the IABD Treasurer, Dr. Reza Eftekhazadeh, by **Jan. 15, 2011**

#### **Non-Authors:**

A completed registration form along with payment of the registration fee of US \$225 (\$60 for full-time students) is due by **March 15, 2011**.

To register for the conference, send the completed registration form and the appropriate fee to:

Dr. Reza Eftekhazadeh  
CIS/DS Dept. Tobin School of Business  
St. John's University  
8000 Utopia Parkway  
Jamaica, NY 11439  
Tel: 718-990-2134  
[Eftekhar@stjohns.edu](mailto:Eftekhar@stjohns.edu)

FOR MORE INFORMATION, VISIT THE IABD WEBSITE AT [WWW.IABD.ORG](http://WWW.IABD.ORG)

**Printing and distribution of the 2011 IABD Call-for-Papers is sponsored by:**

*Frostburg State University*  
*Dr. Jonathan Gibraltar, President*  
[WWW.FROSTBURG.EDU](http://WWW.FROSTBURG.EDU)

*University of Maryland University College*  
*Dr. Susan Aldridge, President*  
[WWW.UMUC.EDU](http://WWW.UMUC.EDU)