ACCOUNTING


Burney, with C. Matherly, wrote “Increasing the Competency Focus Using a Project-driven Strategy” published in Advances in Accounting Education: Teaching and Curriculum Innovations, No. 11.


Charles Davis, department chair and Walter Plumbhoff Professor of Accounting, with coauthor Elizabeth Davis, Baylor University executive vice president and provost, wrote the book Managerial Accounting published by John Wiley & Sons, October 2010.

Davis, with Kathy Hurtt, assistant professor, and Gia Chevis, assistant professor, wrote “Backpack to Briefcase: The Transition from Student to Accounting Professional” published in Advances in Accounting Education, 2011.


David Hurtt, with coauthors Jason MacGregor, associate professor, and Alan Blankley, wrote “The Longitudinal Relationship Between Audit Fees and Restatements,” which was presented at the SEC Financial Reporting Conference sponsored by the Center for Corporate Reporting and Governance and held in Irvine, Calif., September 2010. The paper was also presented at the American Accounting Association’s (AAA) Midwestern Region Annual Meeting held in Chicago, Ill., October 2010.


Jason MacGregor, with Brett Wilkinson, assistant professor, and Alan Blankley, wrote and presented “The Effect of Patriotism on Tax Morale and Attitudes Toward Tax Compliance” at the Accounting, Behavior and Organizations 2010 Research Conference and Doctoral Consortium held in Denver, Colo., October 2010.

Charles Stanley, associate professor, wrote and presented “Ethical Attitudes of Accountants in Brazil” at the AAA Ethics Research Symposium held in San Francisco, Calif., August 2010.

Stanley wrote and presented “Ethical Attitudes of Accountants in Brazil” and “Globalizing Accounting Ethics” at the 3rd World Business Ethics Forum held in Macau, China, October 2010. Stanley also presented “Ethics for Business” at the launch of CECON-Controlling and Corporate Governance meeting sponsored by Positivo University in Curitiba, Brazil, August 2010.


Stuebs, with coauthor of Li Sun, wrote and presented “CFO Financial Expertise and Corporate Governance” at the 2010 AAA Ethics Symposium and at the AAA Annual Meeting held in San Francisco, Calif., August 2010.


Betsy Willis, senior lecturer, presented “Do Your Debits — Your Credits?...or, How to Succeed in Accounting 2303” at the Tutor Training Conference sponsored by Baylor’s Paul L. Foster Success Center, August 2010.
**ECONOMICS**


James Henderson, Ben Williams Professor in Economics and academic director of Baylor’s Robbins MBA Healthcare Program, presented “Is Health Care a Right?” at the Benjamin Rush Society meeting sponsored by Baylor College of Medicine, May 2010.

Henderson presented “Non-Entitlement Health Care: Better and Less Dangerous” at the Symposium on Faith and Culture: Human Dignity and Health Care held at Baylor University, October 2010.


David VanHoose, professor and Herman W. Lay Professor of Private Enterprise, with coauthor Carl Gwin, presented “Price and Wage Stickiness, Inflation, and Profits” at the Atlantic Economic Conference sponsored by the International Atlantic Economic Society held in Charleston, S.C., October 2010.

**FINANCE, INSURANCE AND REAL ESTATE**


Reichenstein presented “Predicting Bond Fund Returns” at the Academy of Financial Services Annual Conference held in Denver, Colo., October 2010.

Leidner presented “IS Strategy and Firm Performance” and “The Role of an Enterprise 2.0 System in Integrating Generation Y IT New Hires into the Workforce” at Goethe University in Frankfurt, Germany, July 2010.

Cynthia Riemenschneider, associate professor, with coauthors Eileen M. Trauth, Monica Adya, Deborah J. Armstrong, K.D. Joshi, Lynette Kvasny and Jeria Quesenberry, wrote “Taking Stock of Research on Gender and the IT Workforce,” which was included in the proceedings of the SIGMIS CPR ‘10 meeting sponsored by the Association of Computing Machinery held in Vancouver, British Columbia, Canada, May 2010.


Riemenschneider presented “Influencers of Absorptive Capacity of State IT Departments” at the 2011 Hawaiian International Conference on Systems and Sciences held in Kauai, Hawaii, January 2011.

Robin Wakefield, with coauthors Xiaobo Xu, Sang Kim and Gary Garrison, wrote "Globally Distributed Teams: The Effect of Diversity on Trust, Cohesion and Individual Performance" published in Data Base for Advances in Information Systems, Vol. 41, No. 3.

Wakefield, with coauthor Gary Garrison, wrote “Disruptive Technology: Examining RPV Theory and the Capability for Change,” which was included in the proceedings of the Decision Sciences Institute 41st Annual Meeting held in San Diego, Calif., November 2010.

Randal Waller, senior lecturer, presented “Personal Branding 1.0” at the Association for Business Communication’s Annual Conference held in Chicago, Ill., October 2010.
Carlson, with S. Zivnuska and K. Harris, wrote “Surface-level Actual Similarity vs. Deel-level Perceived Similarity: Predicting Leader-Member Exchange Agreement,” which was presented at the Institute of Behavioral and Applied Management (IBAM) Annual Conference held in Washington, D.C., 2009.


Hunter, with Dawn Carlson, presented “Linking Team Resources to Work-Family Enrichment and Satisfaction” at the annual meeting of the Academy of Management held in Montreal, Canada, 2010. Hunter also presented “Opportunity Knocks: How Goal-setting can Maximize Your Conference Experience” at the meeting.

Hunter, with L. Witt, Kenneth Harris and Sara Perry, wrote “P = f(Ability x Conscientiousness): Examining the facets of Conscientiousness” published in Human Performance, Vol. 23, No. 4.

David Mangelsdorff, professor for the Army-Baylor Graduate Program for Health and Business Administration, with Lawrence Fulton, presented “Attributes of Most Admired Military Health Care Leaders” at the 118th Annual Convention of the American Psychological Association held in San Diego, Calif., August 2010. Mangelsdorff and Fulton also presented “AMEDD Officer Attributes of the Most Admired Leaders” at the Graduate School, AMEDD Center & School at Fort Sam Houston, Texas, June 2010.


Blaine McCormick, assistant professor, recorded “The Colonial Business School with Dr. Benjamin Franklin,” which is posted on YouTube and iTunesU.

Mitchell Neubert, assistant professor and Chavanne Chair of Christian Ethics in Business, presented “A Time for Developing New Management Theory: Examples of Goal-setting and Strategy” at the Southwest Academy of Management meeting held in Dallas, Texas, March 2010.

Neubert, with coauthor Jim Roberts, professor of Marketing and the W.A. Mays Professor of Entrepreneurship, wrote and presented “The Influence of Ethical Leadership and Regulatory Focus on Employee Outcomes” at Academy of Management meetings held in Montreal, Canada, August 2010. Ju-Chien Wu served as co-presenter.

Patricia Norman, associate professor, presented “Do External Networks Affect Downsizing Outcomes?” at the Strategic Management Society’s 30th Annual International Conference held in Rome, Italy, September 2010.

Pedro Reyes, assistant professor, with coauthors John Visich, Gu Gu and Suhong Li, wrote “Customer Performance in the Supply Chain,” which was included in the proceedings of the 4th International Conference of Operations and Supply Chain Management and the 15th Asia Pacific Decision Sciences Institute held in Hong Kong and Guangzhou, China, July 2010.


William Worthington, with coauthors Jamie Collins and Christopher Reutzel, wrote “FrameEx: Classroom Exercise to Demonstrate Strategic Framework Value” in Decision Sciences Journal of Innovative Education, 2011.

William Worthington, Jamie Collins and John Schoen’s research on family business succession planning was cited in Nursery Management & Production, May 2010; Greenhouse Management and Production, May 2010; Golf Course Industry, June 2010; and Lawn & Landscape, June 2010.

Karim Zucker, professor for the Army-Baylor Graduate Program for Health and Business Administration, with coauthor Martin Boyle, wrote “Federal (USA) Legislation in Support of the Public Health” and “The National Practitioner Data Bank: An Effort to Improve the Quality of Care in the United States of America” (also coauthored by Charlotte Hildebrand), which were both chapters included in the textbook Les Études Hospitalières Éditions, Dans Un Contexte Transnational, 2010.

Zucker, with coauthors Martin Boyle, Thomas Jefferson and Dennis Ratliff, wrote “Consent to Medical Care” published in U.S. Army Medical Department’s AMEDD Journal.

Zucker presented “A Different Approach to Teaching Medical Ethics” at the 50th Annual Meeting of the American College of Legal Medicine held in Orlando, Fla., 2010. Zucker presented “Ethics and Edibles—An Adjunct to the Army-Baylor Curriculum”


Blocker wrote and presented “Base of the Pyramid Market Construction in China: Co-creating Value for Organizations and Individuals” at the Third Subsistence Marketplaces Conference: From Impactful Research to Sustainable Innovation held at the University of Illinois Urbana-Champaign in Chicago, Ill., July 2010.

Marjorie Cooper, professor, wrote and presented “Toward a Biblical Theology of Business Operations: The Unity and Diversity Challenge, Equipping for the Marketplace” at the Christian Business Faculty Association (CBFA) Annual Conference held at Southeastern University in Lakeland, Fla., October 2010.

Andrea Dixon, executive director of the Keller Center for Research and the Center for Professional Selling, holder of the Frank M. and Floy Smith Holloway Professorship in Marketing, and associate professor, presented “Managing the Pedagogical Intensity of the Sales Curriculum” and “Complexities and Challenges in Conducting Sales Research” at the Summer Educators’ Conference sponsored by the American Marketing Association (AMA), 2010.

Morris George, assistant professor, wrote and presented “Cross-buying in Retailing: Drivers and Consequences” at the 2010 AMA Winter Marketing Educators’ Conference held in New Orleans, La., February 2010.

Ann Mirabito, assistant professor, presented “Investing in Employee Health in the Workplace” at the Annual National Forum on Quality Improvement in Health Care sponsored by the Institute for Healthcare Improvement held in Orlando, Fla., December 2010.


Bill Weeks wrote “Directions for Enhancing Customer Loyalty” published in Baylor University’s Keller Center Research Report, September 2010.


Carini presented “How to Create a Great Business Plan” for a business plan competition held at Redeemer Presbyterian Church in New York, N.Y., November 2010.

Anne Grinols, assistant dean for Faculty Development and College Initiatives, with Earl Grinols, Distinguished Professor of Economics, presented “Collaboration in Cross-cultural Environments” at the 10th Association of Business Communication Europe Convention: Researching Business Communication held in Antwerp, Belgium, May 2010.

Grinols presented “The Last Lecture: 7 Values of Effective Communicators” and “Non-verbal Team Communication for Results” at the Association of Business Communication’s 75th annual conference held in Chicago, Ill., October 2010.


Jeff Tanner, associate dean of Research and Faculty Development, with coauthors Anne-Sophie Cases, Christophe Fournier and Pierre Dubois, wrote “Web-Site Spillover of Email Campaigns: The Role of Privacy, Trust and Shoppers” published in the Journal of Business Research, Vol. 63.


Tanner, with coauthor Amy Christie, wrote “Closing the Loop: Using Evaluation for Continuous Improvement,” which was presented at the National Abstinence Education Grantees Conference: Standing Strong, Creating Opportunities, and Embracing the Future sponsored by the Federal Youth Services Bureau held in Washington, D.C., January 2010.