Global Landscapes Conference

Ethics, Entrepreneurship, and Organizations in an Era of Global Economic and Financial Crisis

April 22-23, 2010
Sheehy-Farmer Campus Center
King’s College
Wilkes-Barre, Pennsylvania

This interdisciplinary conference will assemble scholars, educators, graduate and undergraduate students, and community members interested in ethics, entrepreneurship, and organizations. The McGowan School of Business and the McGowan Ethics Center sponsor the conference, whose objective is to promote ethics and deliberation about the ethics of the impact of entrepreneurs and organizations on individuals and communities around the world.

The conference aims to bring together professionals, key decision makers, and leaders committed to ethics, development of entrepreneurship, and evaluation of the role of organizations during crisis.

The undergraduate student research section of the conference is sponsored by the International Business Honor Society, Epsilon Chi Omicron, King’s College Chapter.

Conference Committee:

Bindu Vyas, Ph.D., Conference Chair
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James Sysko, J.D.
Department of Business and Management
jamesysko@kings.edu
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Margarita Rose, Ph.D., Program Chair
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King’s College
133 North River Street
Wilkes-Barre, PA 18711
margaritarose@kings.edu
570.208.5900 x5778
# Global Landscapes Conference Program

**Thursday, April 22, 2010**

## Morning Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:15 am – 9:00 am</td>
<td>Breakfast Registration</td>
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<tr>
<td>9:00 am – 10:30 am</td>
<td><strong>Session I</strong></td>
<td><strong>Plenary Session</strong></td>
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<td><strong>Welcoming Remarks</strong></td>
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<td></td>
<td>Fr. John Ryan, CSC, Ph.D.</td>
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<td>Dean, McGowan School of Business</td>
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<td></td>
<td><strong>Keynote Address:</strong></td>
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<tr>
<td></td>
<td>“Ethics, Education, and Economic Crisis”</td>
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<td></td>
<td>Paul Pudusser, CSC, Ph.D.</td>
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<td></td>
<td>Holy Cross College, Argatala, India</td>
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<tr>
<td>10:30 am – 10:45 am</td>
<td>Tea/Coffee Break</td>
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<tr>
<td>10:45 am – 12:15 pm</td>
<td><strong>Session II</strong></td>
<td><strong>Concurrent Sessions</strong></td>
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## Afternoon Program

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>12:15 pm – 1:45 pm</td>
<td>Lunch</td>
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<tr>
<td></td>
<td><strong>Speaker:</strong></td>
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<td></td>
<td>“Technology and Global Entrepreneurship”</td>
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<td>Ken Okrepkie</td>
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<td>Ben Franklin Partnership</td>
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<td>Scranton, Pennsylvania</td>
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<tr>
<td>1:45 pm -3:15 pm</td>
<td><strong>Session III</strong></td>
<td><strong>Concurrent Sessions</strong></td>
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<tr>
<td>3:15 pm – 3:30 pm</td>
<td>Tea/Coffee Break</td>
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<tr>
<td>3:30 pm – 5:00 pm</td>
<td><strong>Session IV</strong></td>
<td><strong>Plenary Session</strong></td>
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<td><strong>Divine Wisdom Lecture</strong></td>
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<td>&quot;Healthcare and the Dying Art of Presence: Healing and Culture&quot;</td>
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<td></td>
<td>Michael C. Brannigan</td>
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<td>Pfaff Endowed Chair in Ethics and Moral Values</td>
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<td>College of St. Rose</td>
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<td></td>
<td>Burke Auditorium, McGowan School of Business</td>
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### Global Landscapes Conference Program

#### Evening Program

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>5:30 pm</td>
<td>Dinner</td>
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<td>Speaker: “Ethical Business in the 21st Century”</td>
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<td>Patrick E. Murphy, Ph.D.</td>
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<td>Professor of Marketing, Mendoza College of Business</td>
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<td>University of Notre Dame</td>
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<td>7:30 pm</td>
<td>Burke Auditorium Screening of Film</td>
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#### Friday, April 23, 2010

#### Morning Program

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<td>9:00 am – 10:30 am</td>
<td>Session I Plenary Session</td>
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<td></td>
<td>Speaker: “Women as Entrepreneurs and Peacemakers: Experiences in Liberia”</td>
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<td>Jane Martin, Women’s Peace Network, Liberia</td>
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<td>10:30 am – 10:45 am</td>
<td>Tea/Coffee Break</td>
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<td>10:45 am – 12:15 pm</td>
<td>Session II Concurrent Session</td>
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#### Afternoon Program

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<tbody>
<tr>
<td>12:15 pm – 2:00 pm</td>
<td>Lunch</td>
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<td>Michelle Asha Cooper, Ph.D.</td>
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<td>President, Institute for Higher Education Policy</td>
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<td>Washington, DC</td>
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Conference Program

Thursday, April 22

Session I—9:00-10:30—Opening Plenary Session—Snyder Room

Keynote Presentation:
*Ethics, Education, and Economic Crisis*
Paul Pudussery, CSC, Ph.D., Holy Cross College, Argatala, India

Session II—10:45-12:15—Concurrent Sessions

A—Entrepreneurship & Social Responsibility—Walsh Room

*Social Entrepreneurship and Corporate Social Responsibility: A Discussion on Disciplinary Domains and Strategic Relevance*
Appa Rao Korukonda, Bloomsburg University, Bloomsburg, Pennsylvania

*Beyond Shareholder Value: A Social Entrepreneurship Model for Corporate Governance*
Thomas Gahr, Donaldson Company Inc., Fridley, Minnesota

*Entrepreneurship and African Literature*
Noreen O’Connor, King’s College, Wilkes-Barre, Pennsylvania

*Labeling Animal Welfare Standards: The Tension Between Trade Liberalization and the Moral Considerability of Animals*
Maria Alejandra Calle Saldarriaga, EFIT, Bogata, Colombia

B—Student Papers—Fitzgerald Room

*Corruption in Zimbabwe*
Syuzana Abayeva and Benjamin Broedel, King’s College, Wilkes-Barre, Pennsylvania

*Human Capital and the Business Cycle*
Peter Cellini, Elizabethtown College, Elizabethtown, Pennsylvania
Economics of College Tuition and Financial Aid  
Ben Johnson, Elizabethtown College, Elizabethtown, Pennsylvania

Outcomes of ASEAN Economic Integration  
Tyler Loeb, Elizabethtown College, Elizabethtown, Pennsylvania

C—Managerial Decision-Making—Lipo Room

Exploring the Relationship between Performance Management Practices and Organizational Performance  
Wan-Jung Hsiao, Asia University, Taiwan

An Empirical Study of the Antecedents of Marketing – Research and Development Integration  
Paul Lamore, King’s College

Managerial Perceptions on Corporate Social Responsibility: Evidence from a Developing Economy  
John O. Okpara, Bloomsburg University, Bloomsburg, Pennsylvania

D—Ethics of Education for the Global Economy—Molewski Room

US Education Reform: Are We Selling our Children Short?  
Laurie Ayre and Jill Yurko, King’s College, Wilkes-Barre, Pennsylvania

Ethical Perception of Accounting Students: Will the Mandated Aicpa Curriculum Change Differ Between Those Who Have Taken An Ethics Course Or Not?  
Nicholas Koumbiadis, Grace Conway, and Ganesh Pandit, Adelphi University, Garden City, New York

GIS and Ethics in the Undergraduate Classroom  
Alexandra Serio Younica, King’s College, Wilkes-Barre, Pennsylvania

Lunch—12:15-2:00—Snyder Room

Luncheon Presentation:  
“Technology and Global Entrepreneurship”  
Ken Okrepkie  
Ben Franklin Partnership  
Scranton, Pennsylvania

Session III—2:00-3:30—Concurrent Sessions

A—Sustainability— Walsh Room
Opportunities of Sustainability in an Era of Global Crisis
Bruno Slewinski, Universidade Lusófona de Humanidades e Tecnologias, Lisbon, Portugal

Sustainable New Product Commercialization: Can Firms Afford It?
Paul Lamore, King’s College, Wilkes-Barre, Pennsylvania

Case Study re Sustainable Organizations
Bernard Rudegair, King’s College, Wilkes-Barre, Pennsylvania

B—Student Poster Session I—Fitzgerald Room

Patterns and Predictions of US Imports of Specific Consumer Goods
King’s College Students

Robert J. Bernauer
Benjamin T. Broedel
Matthew A. Choman
Katharine A. Fina
Joseph M. George
Matthew P. Greech
Michael S. Gulbin
Exaud J. Hugo
Matthew J. Kotch
Lars Laimer
Nicholas Mazzaferro
Paul Miscavage

C—Global Issues—Lipo Room

Risky Business: Uncertainty Avoidance and Gender: Global Perspectives and Dynamics for Women in Leadership Positions in Business
Joan Blewitt and Dana Kavitsky, King’s College, Wilkes-Barre, Pennsylvania

The Reversibility of Globalization
Sanjay Paul, Elizabethtown College, Elizabethtown, Pennsylvania

Fish Farming: Friend or Foe
Kathleen Nolan, St. Francis College, Brooklyn, New York

Session IV—3:30-5:00—Plenary Session—Burke Auditorium
McGowan School of Business

2010 Donald Grimes, CSC Divine Wisdom Lecture
"Healthcare and the Dying Art of Presence: Healing and Culture"
Michael C. Brannigan, The College of St. Rose, Albany, New York
Dinner—5:30-7:15—Snyder Room

Speaker: Ethical Business in the 21st Century: Leading Ethical Firms

Patrick E. Murphy, Ph.D., Professor of Marketing
Mendoza College of Business
University of Notre Dame

Film Screening: The Take    Burke Auditorium    7:30-9:00

In suburban Buenos Aires, thirty unemployed auto-parts workers walk into their idle factory, roll out sleeping mats and refuse to leave.

All they want is to re-start the silent machines. But this simple act - The Take - has the power to turn the globalization debate on its head.  
http://www.thetake.org/

Global Landscapes Conference 2010

Friday, April 23

Session I—9:00-10:30—Plenary Session—Snyder Room

“Contrasting Economic Scales on the Global Landscape”

Microfinance, the United Nations, and Peace-making in Liberia
Jane Martin, Women’s Peace Network, Liberia

The Glues of a Global Business Behemoth
Mariam Alunkal, Ph.D.
Royal Dutch Shell, Calgary, Alberta, Canada
Session II—10:45-12:15—Concurrent Sessions

A—Markets, Risk, & Investment—Walsh Room

Formalism for Representing Uncertainty Establishing Small and Medium Enterprises
Srinivas Nowduri, Bloomsburg University, Bloomsburg, Pennsylvania

Mathematics Institute for High School Teachers in Investment Mathematics
Joyce Armstrong and Denise Reboli, King’s College, Wilkes-Barre, Pennsylvania

Global Warming and Windmills: Attitudes and Objections of People in Northeast Pennsylvania
Sandra Loeb, Garold Lantz and Erin Tanner, King’s College, Wilkes-Barre, Pennsylvania

B—Student Poster Session II—Fitzgerald Room

The Impact of Fair Trade Coffee on San Marcos de Tarrazu, Costa Rica.
Wilkes University Students

The United Nations and Global Problems—Lessons from the NMUN Conference
King’s College Students

C—Ethics and Economic Activity—Lipo Room

Lawyers and Ethics Related to the Current Financial Crisis
Bill Rapp, New Jersey Institute of Technology

Ethical and Location Effects of Supply Chain Management: Comparative Models in the Electronics Power Industry
John Clarry, Haeussler Analytics LLC

Economics and Ethics of Global Inequality: Proposing Principles to Make it More Equal
Hamid Hosseini and Hengameh Hosseini, King’s College, Wilkes-Barre, Pennsylvania

The Ethical Nature of Technology in the Digital Distribution of Music and Entertainment
Paul G. Barretta, The University of Texas-Pan American, Edinburg, Texas
Lunch—12:15-2:00—Snyder Room

Luncheon Address:

*Access to Higher Education and US Competitiveness in the Global Economy*

Michelle Asha Cooper, Ph.D.
President, Institute for Higher Education Policy
Washington, DC

Closing

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*Funding for the conference is provided by the McGowan Center for Ethics and Public Life. Support for this conference comes from:*

*The William G. McGowan School of Business*

- King’s College
- [Additional logos]

- Developing the Gifts and Talents of the Young
- Healthcare and Medical Science Research
- Creating Educational Opportunities

*EXO, International Business Honor Society*