

***Sixteenth Annual Volume***

**Publications of New Jersey's Business Faculty**

**October 2017**

***Sponsored by***

**The Stillman School of Business  
at Seton Hall University**

**Melody C. Puliti  
Editor**



October 2017

The Stillman School of Business at Seton Hall University proudly presents the sixteenth volume of the *Publications of New Jersey's Business Faculty*. Production of this volume, which celebrates the intellectual capital at colleges of business within the State of New Jersey, is a natural fit for the School, given our mission of “transforming concepts into business practice.” The Stillman School, in sharing current research with others, seeks to improve the learning environment of students and faculty and to enhance the effectiveness of business organizations. We have compiled the research works of business faculty within New Jersey that were published in 2016. We also include teaching notes that summarize examples of ways to connect the classroom to the business world.

We are proud to recognize the very best papers and teaching notes from 2016. These authors have earned the Bright Idea Award for their research. We appreciate the efforts of Professor Barbara Boyington (Brookdale Community College), Executive Vice Dean Yaw Mensah (Rutgers Business School), Dean Edward Petkus (Ramapo College of New Jersey), Dean Andrew P. Rosman (Fairleigh Dickinson University) and Professor Cheryl Veronda (Centenary University), who helped us in the evaluation of the many worthy papers that were submitted. Congratulations to our award winners!

Here are the 2016 Bright Idea Award winners:

<i>Accounting</i> : <b>Wagdy M. Abdallah</b> of Seton Hall University for: Abdallah, W.M. (2016). Documentation of transfer pricing: A new global approach. <i>International Journal of Accounting and Taxation</i> , 4(2), 37-55.
<i>Accounting</i> : <b>Jun Dai</b> and <b>Miklos A. Vasarhelyi</b> of Rutgers University-Newark and New Brunswick for: Dai, J. and Vasarhelyi, M.A. (2016). Imagineering audit 4.0. <i>Journal of Emerging Technologies in Accounting</i> , 13(1), 1-15.
<i>Accounting</i> : <b>James A. DiGabriele</b> of Montclair State University for: DiGabriele, J.A. (2016). The expectation differences among stakeholders in the financial valuation fitness of auditors. <i>Journal of Applied Accounting Research</i> , 17(1), 43-60.
<i>Accounting</i> : <b>Elaine Henry</b> of Stevens Institute of Technology for: Henry, E. and Leone, A.J. (2016). Measuring qualitative information in capital markets research: Comparison of alternative methodologies to measure disclosure tone. <i>The Accounting Review</i> , 91(1), 153-178.

<i>Decision Sciences:</i> <b>William J. Amadio</b> and <b>J. Drew Procaccino</b> of Rider University for: Amadio, W.J. and Procaccino, J.D. (2016). Competitive analysis of online reviews using exploratory text mining. <i>Journal of Tourism and Hospitality Management</i> , 22(2), 193-210.
<i>Economics:</i> <b>Bertram C.I. Okpokwasili</b> of Georgian Court University for: Okpokwasili, B.C.I. (2016). Institutions and development: Are some more critical than others? A panel study of 50 countries from 2002 to 2011. <i>International Journal of Business and Social Research</i> , 6(8), 43-60.
<i>Management:</i> <b>David J.G. Dwertmann</b> of Rutgers University-Camden for: Dwertmann, D.J.G. and Boehm, S.A. (2016). Status matters: The asymmetric effects of supervisor-subordinate disability incongruence and climate for inclusion. <i>Academy of Management Journal</i> , 59(1), 44-64.
<i>Management:</i> <b>Danielle E. Warren</b> of Rutgers University-Newark and New Brunswick for: Warren, D.E. and Schweitzer, M.E. (2016). When lying does not pay: How experts detect insurance fraud. <i>Journal of Business Ethics</i> , 1-16.
<i>Pedagogy:</i> <b>Steven E. McHugh</b> of Centenary University for: McHugh, S.E. (2016). An evaluation of experientially educated business college graduates. <i>International Journal of Business Management &amp; Research</i> , 6(5), (September/October).
<i>Pedagogy:</i> <b>Hindy L. Schachter</b> of New Jersey Institute of Technology for: Schachter, H.L. (2016). Frederick Winslow Taylor, Henry Hallowsell Farquhar, and the dilemma of relating management education to organizational practice. <i>Journal of Management History</i> , 22(2), 199-213.
<i>Teaching Notes:</i> <b>Xin Tan</b> and <b>Sorin Tuluca</b> of Fairleigh Dickinson University for: (2016). Bloomberg terminals and supply chain financial management.

Several of this year's winners are multi-year awardees. We commend Miklos Vasarhelyi, who is being recognized for the fifth time, and James DiGabriele and Drew Procaccino, who are earning their second Bright Idea Award.

It is our sincere hope that business professionals will find this resource useful as they lead their organizations and that business practitioners and business faculty will continue to work with each other as we seek to advance business within and beyond the Garden State.



Joyce A. Strawser, Ph.D.  
Dean, Stillman School of Business  
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## **ACKNOWLEDGEMENTS**

As always, I am very pleased with the continuous support of this publication. It would not be possible without the support and personal involvement of Joyce A. Strawser, Ph.D., Dean of the Stillman School of Business at Seton Hall University.

A special thanks to Pamela Dungee and Anthony Liptak, Seton Hall Public Relations, for their efforts to publicize this work and for the timely production of the cover for this year's volume.

Above all, thanks to the New Jersey business faculty for their efforts in providing quality publications. The extent to which both the deans and the individual faculty have supported this project is greatly appreciated. A special thank you goes to the authors of the Teaching Notes for their excellent contribution to this important section of the publication. Last, but not least, a special note of thanks to those who provided submissions in electronic form. The electronic files greatly facilitate the publication process as well as improving its accuracy.

I would also like to thank the staff of the Stillman School, Tanya Dixon, Janet Fenton, Carol Flynn, Dellkeyta Foster, Evonne Pinckney, and Amy Timmes for their continuing support and assistance. Their efforts, which enable all Stillman projects, are greatly appreciated.

Melody C. Puliti, Editor



## SECTION 1: INTRODUCTION

I am happy to introduce this sixteenth annual volume of *Publications of New Jersey's Business Faculty*. Eighteen colleges contributed to this year's volume. In addition to the generous support of the New Jersey business faculty, it is always satisfying to note the range and timeliness of topics included each year. This year's publication topics include, for example, government surveillance, migrants, online learning, and social network sites. My apologies to any New Jersey author whom I may have failed to recognize.

In order to conserve resources, the publication will be made available in electronic form on the Stillman School website. (<http://www.shu.edu/business/new-jersey-faculty-publications.cfm>) I welcome your ideas for improving the usefulness of this publication and in determining its future direction.

The bibliography is organized as follows. The complete citations together with abstracts of the publications are contained in Section 2. Section 3 includes the teaching notes that provide valuable ideas for classroom use. For those who would like to view the publications contributed by individual schools, Section 4 presents the citations (without abstracts) organized by school. Section 5 presents the same citations organized by academic discipline. The abstracts of the articles listed in Sections 4 and 5 can be found in Section 2, where the publications are listed alphabetically by last name of the first author.

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**Table 1 - New Jersey Colleges and Universities with a Business Curriculum**4 year Institutions

Berkeley College  
Bloomfield College  
Caldwell University  
Centenary University  
College of St. Elizabeth  
DeVry University  
Drew University  
Fairleigh Dickinson University  
Felician University  
Georgian Court University  
Kean University  
Monmouth University  
Montclair State University  
New Jersey City University  
New Jersey Institute of Technology  
Ramapo College of New Jersey  
Rider University  
Rowan University  
Rutgers University  
Saint Peter's University  
Seton Hall University  
Stevens Institute of Technology  
Stockton University  
The College of New Jersey  
Thomas Edison State College  
William Paterson University

2 Year Institutions

Atlantic Cape Community College  
Bergen Community College  
Brookdale Community College  
Burlington County College  
Camden County College  
County College of Morris  
Cumberland County College  
Essex County College  
Gloucester County College  
Hudson County Community College  
Mercer County Community College  
Middlesex County College  
Ocean County College  
Passaic County Community College  
Raritan Valley Community College  
Salem Community College  
Sussex County Community College  
Union County College  
Warren County Community College



## SECTION 2: CITATIONS AND ABSTRACTS

This section contains the complete citation and abstract of each publication in the bibliography. The publications are listed alphabetically in order of the last name of the first author appearing in the citation. In addition, the names and affiliations are given for each author that represents a New Jersey college or university. For those readers interested in a particular subject area, the discipline or field associated with each publication is given. The disciplines include the following: Accounting, Decision Sciences, Economics, Finance, Information Technology, International Business, Legal Studies, Management, Marketing, Pedagogy, and Taxation. In addition to the discipline, a key word or phrase is included that is intended to describe the specific application within the discipline.

The layout of the information for each publication is as follows:

Citation of the Publication

***College and/or University for each New Jersey author***  
***Discipline: Specific application***

Abstract of the Publication

*Affiliation of each New Jersey author.*

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Abdallah, W. M. (2016). Documentation of transfer pricing: A new global approach. *International Journal of Accounting and Taxation*, 4(2), 37-55.

***Seton Hall University***  
***Accounting: Tax Rules***

This research paper investigates two important tax issues: (a) an investigation of global documentation of transfer pricing around the world and suggests a new approach for managing transfer pricing documentation and (b) a comparison between the Organization for Economic Cooperation and Development (OECD) guidelines and the documentation requirements of selected countries. Multinational companies (MNCs) should design a well workable transfer pricing system to comply with documentation tax rules of all countries, otherwise; huge penalties will be imposed. This paper suggests the use of a three-tiered approach, which is called a regional documentation file, for transfer pricing. The suggested approach is a modification of the ones suggested by the OECD. It will include information about regional business and economic conditions of the region, a description of the intangibles used for this specific area, and consolidated financial statements by region and tax documents. Moreover, it will make a significant cost reduction for MNCs in the preparation of transfer pricing documentation.

*Wagdy M. Abdallah is a member of the faculty at Seton Hall University.*

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Abzug, R. (2016). Extramarital affairs as occupational hazard: A structural, ethical (cultural) model of opportunity. *Sexualities*, 19(2), 25-45.

***Ramapo College of New Jersey***  
***Management: Ethics***

The media is filled with tales of careers and lives derailed by extramarital affairs often depicting such affairs in organizational/occupational terms: affairs begin in and/or upend organizational life and certain occupations are rife with cheaters. Yet, organizational science has been relatively silent on the topic. A review of literature from psychology, sociology, and economics provides an opening for the organizational researcher through the concepts of structural and cultural opportunity. Employing insights from organizational research on occupations and ethics, it is the intention of this article to develop models of structural and cultural (ethical) climate antecedents of extramarital affair opportunity.

*Rikki Abzug is a member of the faculty at Ramapo College of New Jersey.*

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Adams, P., Fontana, R., & Malerba, F. (2016). User-industry spinouts: Downstream industry knowledge as a source of new firm entry and survival. *Organization Science*, 27(1), 18-35.

***Seton Hall University***

***Management: Strategy and Firm Performance***

Our research has important implications for researchers and managers interested in high technology industries. It underscores the importance of downstream knowledge as a source of entrepreneurship. This implies that changes in industry structure and in the population of firms may come from industrial customers and intermediate users as well as from existing competitors or incumbent firms. This research also provides useful suggestions to venture capitalists exploring the market for interesting investment opportunities. Our results indicate that their search should reach beyond work being done in research labs and universities, and beyond contacts within the incumbent industry, to include promising ideas and entrepreneurs from downstream user industries. Especially in specific product niches, experience in such industries may provide significant knowledge for the formation of new firms.

*Pamela Adams is a member of the faculty at Seton Hall University.*

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Alcácer, J., Cantwell, J. A., & Piscitello, L. (2016). Internationalization in the information age: A new era for places, firms, and international business networks? *Journal of International Business Studies*, 47(5), 499-512.

***Rutgers University-Newark and New Brunswick  
International Business: Information Age***

The new techno-economic paradigm of the information age has brought about new structures and processes in international business (IB). In this article, we examine the changing nature of the competitive advantages of places, the competitive advantages and strategies of firms, and the governance structure of IB networks in what has also been called the third industrial revolution. These three areas of change in IB activities can be mapped respectively to the location (L), ownership (O) and internalization (I) advantages of the eclectic paradigm. We interpret these OLI factors as dynamic constructs in order to depict analytically the shifts in the IB environment and their implications for IB.

*John A. Cantwell is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Amadio, W. J., & Procaccino, J. D. (2016). Competitive analysis of online reviews using exploratory text mining. *Journal of Tourism and Hospitality Management*, 22(2), 193-210.

***Rider University***  
***Decision Sciences: Text Mining***

This paper explores the usefulness for managerial insights of analyzing text-based online reviews utilizing text mining tools and visual analytics, as applied to the hotel industry. We present a competitive analysis methodology based upon online reviews that moves beyond simple numeric “star” ratings. We use text mining to summarize the features and opinions expressed in reviews for a set of competing entities. We then used visual analytics to uncover dominant features for each entity, the features required of all entities competing at a given level, and features that define specific positions within the competitive landscape. These results can be used to develop competitive actions involving advertising, personnel development, customer incentives and product/service upgrades.

*William J. Amadio and J. Drew Procaccino are members of the faculty at Rider University.*

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Amar, A. D., & Walsh, C. (2016). Learning in knowledge organizations: Some observations from the practice. *International Journal of Human Capital and Information Technology Professionals*, 7(4), 50-61.

***Seton Hall University  
Management: Innovation***

The authors find that learning in organizations that employ innovation and technology in their operations is fostered and incorporated in work environment for enhancing innovation while maintaining peak competitiveness. It is divided across several segments, which include but are not limited to experimentation, risk tolerance, interaction with the external environment, dialogue, and decision-making. Conversely, this paper also examines several instances in which organizations failed to adopt a learning environment. Research illustrates that companies that fail continuously to improve fail because they can no longer competitively operate in today's global marketplace by holding onto the way work was once accomplished. Today's work environment is more demanding and less structured than in the past and, therefore, companies must adapt or they will become irrelevant. This paper also illustrates how learning actually occurs. Furthermore, the authors attempt to show the nascent relationship between learning and brain/mind principles at a cursory level. The paper also shows how the same basic principles utilized in educational learning can be applied to enhance corporate learning among adult learners.

*Amar D. Amar is a member of the faculty at Seton Hall University. Cathal Walsh is a graduate of Seton Hall University.*

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Aronson, Z. H. (2016). Personal style, culture and performance outcomes in projects: What is the role of project leader individual differences? *International Journal of Transitions and Innovation Systems*, 5(2), 99-121.

***Stevens Institute of Technology  
Management: Leadership***

We centered the effect of project leader personal style on culture in project-based work. Little is known about dispositional factors of the project leader and how they contribute to culture in projects. The current study, based on a sample of 121 project teams, illustrates that individual differences in the project leader's personal style are related to culture in project-based work. In conjunction, we showed how culture can be used by the leader to trigger performance outcomes in projects. Recommendations to re-consider selection and training for project leaders are provided.

*Zvi H. Aronson is a member of the faculty at Stevens Institute of Technology.*

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Askew, S., & Jeffers, A. E. (2016). The proposed expansion in auditors responsibilities. *International Journal of Decision Science*, 7(2), 39-47.

***Montclair State University***  
***Accounting: Auditor Responsibilities***

In recent years, there have been several notable corporate failures. This has raised questions regarding the auditing process as well as the adequacy of the auditing report. Further, the debate or public misunderstanding of the auditor's role also continues to raise questions regarding how the auditor's report of publicly held companies can be more relevant and informative. Since the auditor's report is the primary means by which the auditor communicates information regarding the audit of the financial statements to investors, creditors and other financial statement users, there is a public demand for more relevant and detailed information from auditors in their auditing reports. In response to the public's outcry, the Public Company Accounting Oversight Board (PCAOB) is re-proposing a new auditor reporting standard, "The Auditor's Report on an Audit of Financial Statements When the Auditor Expresses an Unqualified Opinion." The PCAOB contends that the goal of this proposed revised Standard is among other initiatives, to enhance the form and content of the Auditors report to make it more relevant and informative to investors and other financial statement users. To this end, the auditor's report would contain a significant amount of detailed information about critical, complex, challenging and subjective audit-specific matters as they relate to the relevant financial statement accounts and disclosures.

*Agatha E. Jeffers is a member of the faculty at Montclair State University.*

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Athreye, S., & Cantwell, J. A. (2016). A bigger bang for the buck: Trends, causes, and implications of the globalization of science and technology. In S. Dutta, B. Lanvin, & S. Wunsch-Vincent (Eds.), *The Global Innovation Index 2016: Winning with Global Innovation* (pp. 75-80). Ithaca, Fontainebleau, and Geneva: Cornell University, INSEAD and the WIPO.

***Rutgers University-Newark and New Brunswick  
International Business: Globalization of Science and Technology***

The direction of the globalization of science and technology marks a distinct break from past trends because it has encompassed some fast-growing urban regions in countries (e.g., some regions in Ireland, India, and China) that, until very recently, have not engaged in activities near the scientific frontier that depend on a substantial scientific infrastructure. The increasing relevance of global knowledge dispersion and connectivity has underlined the positive sum characteristics of innovation across countries, and, in turn, the positive sum characteristics carry vital implications for national science and technology policies. In the contemporary international economic environment in the information age, it is imperative that national governments move away from the closed national innovation system perspectives that characterize what have been called 'techno-nationalist policies', and instead move towards policies that support the openness of local innovation systems. In a world in which cross-border knowledge connectivity is essential to innovative effort, actors must be willing to be knowledge providers if they also wish to enjoy the benefits of being knowledge recipients from the rest of the world. In this interconnected world, the incentives to engage in international knowledge exchange are aligned in mature industrialized countries and emerging market countries despite their different levels of development and the differing degrees of sophistication of their stocks of scientific and technological knowledge. Each country has its own specific types of differentiated expertise and forms of knowledge. Many innovation opportunities now depend on moving new applications across both industries and markets, including between markets with different proportions of high-income and low-income consumers, and with different challenges for innovation. Therefore, the policy agenda must move away from the inward-looking approach of techno-nationalism towards a philosophy of mutual or shared interest in protecting and sustaining the entire international ecosystem of technological knowledge, which reaches well beyond any individual country or place.

*John A. Cantwell is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Baglione, S., Tucci, L. A., & Talaga, J. A. (2016). Consumer preferences among low-price guarantee offers. *Atlantic Marketing Journal*, 5(1), 17-34.

***The College of New Jersey  
Marketing: Buyer Behavior***

The competitive realities of the marketplace forces retailers to consider implementing low-price guarantees. Given that retailers will use low-price guarantees, which of the multitude of guarantees should be used? This paper examines the nature of low-price guarantees from the perspective of how consumers make trade-offs in different low-price guarantee designs. Using conjoint analysis, buyers indicate their preference for different low-price guarantee designs. Not all consumers respond to low-price guarantees the same. There are several segments of consumers with regard to low-price guarantees. The study was done with young adults (MBA students) who may be more sophisticated than the population as a whole. Retailers choosing a low-price guarantee ought to understand the preferences among their customers in order to choose an optimal strategy.

*Louis A. Tucci is a member of the faculty at The College of New Jersey.*

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Bandera, C. (2016). Design and management of public health outreach using interoperable mobile multimedia: An analysis of a national winter weather preparedness campaign. *BMC Public Health*, 16(1), 1-15.

***New Jersey Institute of Technology  
Information Technology: Emergency Preparedness***

The Office of Public Health Preparedness and Response (OPHPR) in the Centers for Disease Control and Prevention conducts outreach for public preparedness for natural and manmade incidents. In 2011, OPHPR conducted a nationwide mobile public health (m-Health) campaign that pushed brief videos on preparing for severe winter weather onto cell phones, with the objective of evaluating the interoperability of multimedia m-Health outreach with diverse cell phones (including handsets without Internet capability), carriers, and user preferences. Existing OPHPR outreach material on winter weather preparedness was converted into mobile-ready multimedia using mobile marketing best practices to improve audiovisual quality and relevance. Middleware complying with opt-in requirements was developed to push nine bi-weekly multimedia broadcasts onto subscribers' cell phones, and OPHPR promoted the campaign on its web site and to subscribers on its govdelivery.com notification platform. Multimedia, text, and voice messaging activity to/from the middleware was logged and analyzed. Adapting existing media into mobile video was straightforward using open source and commercial software, including web pages, PDF documents, and public service announcements. The middleware successfully delivered all outreach videos to all participants (a total of 504 videos) regardless of the participant's device. 54% of videos were viewed on cell phones, 32% on computers, and 14% were retrieved by search engine web crawlers. 21% of participating cell phones did not have Internet access, yet still received and displayed all videos. The time from media push to media viewing on cell phones was half that of push to viewing on computers. Video delivered through multimedia messaging can be as interoperable as text messages, while providing much richer information. This may be the only multimedia mechanism available to outreach campaigns targeting vulnerable populations impacted by the digital divide. Anti-spam laws preserve the integrity of mobile messaging, but complicate campaign promotion. Person-to-person messages may boost enrollment.

*Cesar Bandera is a member of the faculty at New Jersey Institute of Technology.*

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Bandera, C., Bartolacci, M. R., & Passerini, K. (2016). Knowledge management and entrepreneurship: A contradictory recipe. *International Journal of Knowledge Management*, 12(3), 1-14.

***New Jersey Institute of Technology  
Management: Dynamic Knowledge Creation***

Most literature on knowledge management (KM) focuses on large firms – the domain in which KM was originally developed – and most KM literature on entrepreneurship focuses on entrepreneurial activities in post-revenue firms. The domain of the startup, however, is traditionally very different from these, characterized by a lack of tangible assets and validated value proposition. The authors review the literature on KM and entrepreneurship with a particular focus on young micro-enterprises that have yet to cross the “valley of death” stage of maturation. Using the Dynamic Knowledge Creation Process as a guide, they elaborate on the challenges facing the implementation of KM in startups, and on the subsequent opportunities for startup growth. Finally, the authors reflect upon research questions that may engage future researchers in proposing strategies that better integrate KM as a discipline into the fabric of entrepreneurship and the startup domain.

*Cesar Bandera is a member of the faculty at New Jersey Institute of Technology.*

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Barnett, M. L. (2016). Strategist, organize thyself. *Strategic Organization*, 14(2), 146-155.

***Rutgers University-Newark and New Brunswick  
Management: Interorganizational Coordination***

Thousands of scholars and hundreds of millions of dollars are devoted to the study of management. What has society gained from this significant and ongoing allocation of scarce talent and money? As many of our most senior scholars have noted, less than we would like. We can do better. Through an organized process, we can develop more managerial knowledge with fewer resources. In this essay, I outline two suggestions-roadmaps and the Theories of Management Catalog-that could organize and advance management knowledge and bring us into better fit with our decreasingly munificent environment.

*Michael L. Barnett is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Barnett, M. L. (2016). Mind: The gap-to advance CSR research, think about stakeholder cognition. *Annals in Social Responsibility*, 2(1), 4-17.

***Rutgers University-Newark and New Brunswick  
Management: Corporate Social Responsibility***

This paper brings needed structure to the literature on corporate social responsibility. By delving deeper into the minds of stakeholders and outlining a multi-level cognitive process, it enables scholars to better address the key managerial issue of when, not simply whether, it pays to be good.

*Michael L. Barnett is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Bayraktar, A., & Uslay, C. (Eds.) (2016). *Strategic place branding methodologies and theory for tourist attraction*. Hershey, PA: IGA Global.

***Rutgers University-Newark and New Brunswick  
Marketing: Place Branding***

Drawing the attention of tourists to different destinations around the world assists in the overall economic health of the targeted region by increasing revenue and attracting investment opportunities, as well as increasing cultural awareness of the area's population. *Strategic Place Branding Methodologies and Theory for Tourist Attraction* investigates international perspectives and promotional strategies in the topic area of place branding. Highlighting theoretical concepts and marketing techniques being utilized in the endorsement of various destinations, regions, and cities around the world, this publication is a pivotal reference source for researchers, practitioners, policy makers, students, and professionals.

*Can Uslay is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Bayraktar, A., & Uslay, C. (Eds.) (2016). *Global place branding campaigns across cities, regions, and nations*. Hershey, PA: IGA Global.

***Rutgers University-Newark and New Brunswick  
Marketing: Place Branding***

Place branding has made it possible for international destinations to be able to compete within the global economy. Through the promotion of different cities, natural beauty, and local culture or heritage, many regions have been able to increase their revenue and international appeal by attracting tourists and investments. *Global Place Branding Campaigns across Cities, Regions, and Nations* provides international insights into marketing strategies and techniques being employed to promote global tourism, competitiveness, and exploration. Featuring case studies and emergent research on place branding, as well as issues and challenges faced by destinations around the world, this book is ideally suited for professionals, researchers, policy makers, practitioners, and students.

*Can Uslay is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Bear, S. E. (2016). A new career strategies course for undergraduate business students. *Business Education Innovation Journal*, 8(2), 79-84.

***Fairleigh Dickinson University***  
***Pedagogy: Career Strategies***

The career landscape is increasingly challenging. Career success requires our students not only to obtain a first job after graduation, but also to self-manage their careers after graduation. This means that our students must develop and maintain business discipline specific skills (accounting, finance and marketing), and career strategy skills including understanding and adapting to organizational culture, networking, and building social capital with managers and mentors. This paper describes a new course in Career Strategies that was designed to help our students develop the career strategy skills to successfully begin their careers after graduation. The paper is relevant for educators because it can help prepare their students for initial career success, and the paper is relevant for practitioners because it can help produce students who will be more productive and successful in their first jobs after graduation.

*Stephen E. Bear is a member of the faculty at Fairleigh Dickinson University.*

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Bennett, A. M., Baker, S. M., Cross, S., James, J. P., Bartholomew, G., Ekpo, A. E., Henderson, G. R., Hutton, M., Khare, A., Roy, A., Stovall, T., & Taylor, C. R. (2016). Omission and commission as marketplace trauma. *Journal of Public Policy & Marketing*, 35(2), 280-291.

***Rutgers University-Newark and New Brunswick and  
Rutgers University-Camden  
Marketing: Cultural Trauma Theory***

This manuscript approaches a complex marketplace phenomenon, one that negatively affects many citizens, and presents it in an easily digestible form, explaining the antecedents and consequences of marketplace trauma. As society moves forward, researchers, marketers and policy makers need to more closely examine the many instances of marketplace trauma and its consequences. It is essential that the wider society holds perpetrators accountable, help develop policies/regulations, and follow acts of injustice with corrective action (see, e.g., Target's stance on restroom access).

*J. P. James is a doctoral candidate in marketing at Rutgers University-Newark and New Brunswick. Akon E. Ekpo is a member of the faculty at Rutgers University-Camden.*

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Ben-Zvi, T., Chernonog, T., & Avinadav, T. (2016). A two-state partially observable Markov decision process with three actions. *European Journal of Operational Research*, (254), 957-967.

***Stevens Institute of Technology***  
***Decision Sciences: Decision Processes***

This paper describes a process that may be in different states interchangeably. The true state of the process is unobservable and can only be inferred from observations. The problem is formulated as a discrete-time Partially Observable Markov Decision Process. This model has various practical applications. The application described on pages 1-2 deals with diagnosing medical conditions such as strep throat. It is not easy to diagnose strep throat, since the clinical manifestations of group A streptococcal pharyngitis and those of non-streptococcal pharyngitis, which is typically viral, overlap quite broadly, and only laboratory tests can confirm the diagnosis. Although prescribing/taking antibiotics seems like an easy choice as soon as the physician or patient identifies symptoms related to the disease, it might do more harm than good: If the patient's symptoms are the results of a viral sore throat rather than strep throat, antibiotics will not alleviate the condition, and might present a risk to the patient. Herein, we put forward a model that can prevent the common practices of prescribing unnecessary antibiotics and over-treating patients. We suggest that this approach can be advantageous and provide superior outcomes at lower cost. Additional practical applications in other domains (media, pedagogy and credit scorecards and delinquency status) are described on page 2.

*Tal Ben-Zvi is a member of the faculty at Stevens Institute of Technology.*

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Bezrukova, K., Spell, C. S., Perry, J. L., & Jehn, K. A. (2016). A meta-analytical integration of over 40 years of research on diversity training evaluation. *Psychological Bulletin*, 11, 1227-1274.

***Rutgers University-Camden  
Management: Diversity Training***

This meta-analysis of 260 independent samples assessed the effects of diversity training on 4 training outcomes over time and across characteristics of training context, design, and participants. Models from the training literature and psychological theory on diversity were used to generate theory-driven predictions. The results revealed an overall effect size (Hedges  $g$ ) of .38 with the largest effect being for reactions to training and cognitive learning; smaller effects were found for behavioral and attitudinal/affective learning. Whereas the effects of diversity training on reactions and attitudinal/affective learning decayed over time, training effects on cognitive learning remained stable and even increased in some cases. While many of the diversity training programs fell short in demonstrating effectiveness on some training characteristics, our analysis does reveal that successful diversity training occurs. The positive effects of diversity training were greater when training was complemented by other diversity initiatives, targeted to both awareness and skills development, and conducted over a significant period of time. The proportion of women in a training group was associated with more favorable reactions to diversity training. Implications for policy and directions for future research on diversity training are discussed.

*Chester S. Spell is a member of the faculty at Rutgers University-Camden.*

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Borelli, M., Paul, D. P., III, & Skiba, M. (2016). Renal dialysis and its financing. *Hospital Topics*, 94(2), 33-38.

***Monmouth University***  
***Management: Renal Dialysis***

The incidence of end-stage renal disease (ESRD) and its associated comorbidities such as diabetes and hypertension continue to increase as the population ages. As most ESRD patients qualify for Medicare coverage, the U.S. government initiated reforms of the payment system for dialysis facilities in an effort to decrease expenditures associated with ESRD reimbursement. The effects of reduced reimbursement rates, bundled payment options, and quality incentives on the current dialysis system, including kidney dialysis units, physicians, and patients, are examined. Given the severe budgetary problems associated with the Medicare program, the impact of these reforms will be of interest to policy makers and health care providers alike.

*David P. Paul, III and Michaeline Skiba are members of the faculty at Monmouth University.*

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Brechman, J. M., Bellman, S., Robinson, J. A., Rask, A. & Varan D. (2016). Limited interruption advertising in digital video content: An analysis compares the effects of “midroll” versus “preroll” spots and clutter advertising. *Journal of Advertising Research*, 55(4).

***The College of New Jersey  
Marketing: Digital Video***

Digital video is growing rapidly, offering new opportunities and formats for television advertising. One of these new formats is limited interruption advertising, in which each mid-roll ad break features just one commercial. Advertisers can pay a premium to repeat the same ad in each limited interruption break. This study provides empirical guidance to advertisers by quantifying the positive and negative effects of repeated limited interruption. Results from a large-sample laboratory study show that limited interruption advertising is more effective than pre-roll and traditional clutter advertising, in terms of branded ad recall. Recall is boosted further by repetition, but repetition also tends to increase perceived ad intrusiveness, and significantly reduce ad liking. The study concludes with implications for advertisers, and ad-supported digital video programmers competing with ad-free alternatives, such as Netflix.

*Jean M. Brechman is a member of the faculty at The College of New Jersey.*

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Bridgelall, R., Lee, E., & Taleqani, A. R. (2016). Sourcing strategy for asphalt production feedstock considering multimodal transport options. *Management Review: An International Journal*, 11(1), 4-31.

***New Jersey City University***  
***Decision Sciences: Asphalt Production***

This paper examines the logistics and distribution channels for importing heavy crude oil, which is a source of bitumen. The study conducts a sensitivity analysis to assess the suitability of distillery locations based on the available transportation modes and carrier options. Although a strategic location near direct pipeline options using existing facilities could yield the least transportation cost, the lack of pipeline capacity with increasing demand and delays in building additional capacity weighs heavily against this option. Consequently, the analysis points to multimodal shipments via ocean vessels and pipelines as the optimum solution for a proposed location of the distillery.

*EunSu Lee is a member of the faculty at New Jersey City University.*

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Bridgelall, R., Rafert, J. B., Tolliver, D. D. & Lee, E. (2016). Resolution agile remote sensing for detection of hazardous material spills. *Transportation Research Record: Journal of Transportation Research Board*, 2547, 49-56.

***New Jersey City University***

***Decision Sciences: Hazardous Material Spills***

Traffic carrying flammable, corrosive, poisonous, and radioactive materials continues to increase in proportion with the growth in their production and consumption. The sustained risk of accidental releases of such hazardous materials poses serious threats to public safety. The early detection of spills will potentially save lives, protect the environment, and thwart the need for expensive clean up campaigns. Ground patrols and terrestrial sensing equipment cannot scale cost-effectively to cover the entire transportation network. Remote sensing with existing airborne and spaceborne platforms has the capacity to monitor vast areas regularly but often lack the spatial resolution necessary for high accuracy detections. The emergence of unmanned aircraft systems with lightweight hyperspectral image sensors enables a resolution agile approach that can adapt both spatial and spectral resolutions in real-time. Equipment operators can exploit such a capability to enhance the resolution of potential target materials detected within a larger field-of-view to verify their identification or to perform further inspections. However, the complexity of algorithms available to classify hyperspectral scenes limits the potential for real-time target detection to support rapid decision-making. This research introduces and benchmarks the performance of a low-complexity method of hyperspectral image classification. The hybrid supervised-unsupervised technique approaches the performance of prevailing methods that are at least 30-fold more computationally complex.

*EunSu Lee is a member of the faculty at New Jersey City University.*

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Callahan, B. P., Mulholland, S. E., & Rotthoff, K. W. (2016). Cultural bias: Gymnastics, judges, and bilateral trade agreements. *The Journal of Sport*, 5(1), 25-45.

***Seton Hall University***

***Economics: Bilateral Trade Agreements***

Bilateral trade agreements may arise from and enhance shared cultural norms across countries. Greater cultural understanding or similarities may be revealed through a number of avenues. We investigate one particular avenue: the judging of gymnastic performances. Using execution and difficulty scores from the 2009 World Gymnastics Championships, we find that gymnasts realize a greater return in terms of execution score for each bump in difficulty when the home countries of the judge and the athlete share a bilateral trade agreement.

*Brian P. Callahan is a graduate of Seton Hall University. Kurt W. Rotthoff is a member of the faculty at Seton Hall University.*

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Cano-Kollmann, M., Cantwell, J. A., Hannigan, T. J., Mudambi, R., & Song, J. (2016). Knowledge connectivity: An agenda for innovation research in international business. *Journal of International Business Studies*, 47(3), 255-262.

***Rutgers University-Newark and New Jersey  
International Business: Knowledge Connectivity***

The innovation-driven multinational enterprise (MNE) has dominated international business (IB) research for several decades now. Beginning with the awardwinning research of Dunning, there have been calls for IB researchers to rediscover the importance of locations. Recent work has emphasized that firms and locations co-evolve with one another, as knowledge is transferred and leveraged across space. Integrating insights from IB and economic geography, we propose a research agenda for IB scholarship on spatially dispersed yet connected innovation processes. This agenda is premised on the current reality of global value chains in which mobile (MNEs, people) and immobile (locations) factors interact. The research perspective suggested recognizes that locations are host to increasingly “fine-sliced” activities, whose nature and composition are continuously changed by MNE-driven innovation processes. As today’s specialized activities become tomorrow’s standardized ones, the shifting distribution of global value creation depends on the pattern of international knowledge connectivity.

*John A. Cantwell is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Cantwell, J. A., Piepenbrink, A., Shukla, P., & Vo, A. (2016). The changing landscape of *JIBS* authorship. *Journal of International Business Studies*, 47(7), 749-777.

***Rutgers University-Newark and New Brunswick  
International Business: Research Collaboration***

In this study, we examine the landscape of *JIBS* authorship over time to assess: (1) the accessibility of *JIBS* to new contributors, and (2) the diversity of authors contributing to *JIBS*. Our analysis of author data from 1972 to 2014 shows that *JIBS* is becoming more accessible, as indicated by the high and sustained proportion of first-time contributors to the journal. This is also evident from the recent decline in the share of authors with multiple past *JIBS* publications. With regard to diversity, our findings show that *JIBS* has a much wider geographic scope of authors on its landscape in comparison to previous decades. This may be attributed partly to increasing travel and communication in scholarly communities, and partly to the increased migration of scholars in the recent decades. Our analysis of migration patterns of *JIBS* authors suggests that about 51% of prominent international business scholars are employed outside their country of birth. Of the 49% employed in their country of birth, 12% are return migrants. In our sample, China, South Korea and Canada have the highest number of returnees. The USA, the UK, Germany, the Netherlands and China have the highest number of natives, whose country of birth, country of PhD-granting institution and country of university affiliation are identical.

*John A. Cantwell and Pallavi Shukla are members of the faculty at Rutgers University-Newark and New Brunswick.*

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Casper, W. C., & Schoen, E. J. (2016). *Burwell v. Hobby Lobby Stores, Inc.*: Lots of smoke, but no fire. *Southern Law Journal*, 26(2), 233-249.

**Rowan University**  
**Legal Studies: Hobby Lobby**

In *Burwell v. Hobby Lobby Stores, Inc.*, the U.S. Supreme Court decided that the United States Department of Health and Human Services' (HHS) requirement that closely held corporations provide health-insurance coverage for methods of contraception, which were contrary to the genuine religious beliefs of the companies' owners, violated the Religious Freedom Restoration Act of 1993 (RFRA). RFRA requires that strict scrutiny applies to any federal government action which substantially burdens the exercise of religion, i.e., the government action is illegal unless it is the least restrictive means of advancing a compelling government interest. *Hobby Lobby* is the second case to come before the U.S. Supreme Court challenging all or part of the Patient Protection and Affordable Care Act of 2010 (ACA). The first case, *National Federation of Independent Businesses v. Sebelius (NFIB)*, upheld ACA's requirement that all individuals obtain health insurance, turning back a direct and audacious challenge to ACA that, if it were successful, would have dismantled ACA. *Hobby Lobby* was a more modest approach which tackled only a portion of the contraceptive requirement, but it may encourage additional challenges to other parts of ACA, which if successful may bring down ACA one piece at a time.

The purpose of this article is to examine the *Hobby Lobby* decision closely and to assess its potential legal significance. The authors conclude that, while *Hobby Lobby* generated significant publicity both prior to and after the decision of the U.S. Supreme Court, a review of the responses of legal scholars and ensuing federal circuit court decisions indicates that *Hobby Lobby* is not a significant legal precedent and will not burden human resource management professionals.

*W. Camron Casper and Edward J. Schoen are members of the faculty at Rowan University.*

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Chao, M.C-H., & Florenthal, B. (2016). A comparison of global companies' performance on Twitter and Weibo. *International Journal of Business Environment*, 8(3), 242-264.

***William Paterson University***  
***Marketing: Micro-Blogging***

To assess the strategic approach of multinational companies to microblogging sites, this study compared: a) global companies' performance on localising the content of their posts for target customers with different cultural backgrounds and determined; b) whether the companies vary in their utilisation of interactivity on microblogging sites. Content analysis was used to address the above research propositions. Two existing validated measures were used to analyse 548 tweets and 589 weibos posted by American Dell, Nike, Chinese Lenovo, and Li-Ning over a one-month period on Twitter in the USA and on Sina Weibo in China. The results indicated that these companies performed better in terms of interactivity on Weibo than on Twitter and that U.S. (Chinese) companies performed better on Twitter (Weibo) than on Weibo (Twitter) individually and comparatively. With respect to cultural customisation, Chinese companies were able to match their U.S. counterparts in providing Western content on Twitter.

*Mike Chen-Ho Chao and Bela Florenthal are members of the faculty at William Paterson University.*

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Chao, M.C-H., Li, F., & Chen, H. (2016). Perceived ethicality of moral choice-The impact of ethics codes, moral development, and relativism. *Nankai Business Review International*, 7(2), 258-279.

***William Paterson University***  
***Management: Corporate Ethical Values***

Motivated by the heated discussion with regard to the Chinese milk powder incident, this paper aims to explore the determinants of Chinese managers' moral judgment. Are Chinese professional managers' moral judgments on an ethical dilemma influenced by their commitment to the norms and values recognized by a prestigious professional association outside of China? Do Chinese managers' moral development and level of relativism impact their ethical decisions? A structured survey was conducted, generating 544 valid responses from Chinese managers. The results showed that moral maturity and relativism, independently and together, were significantly related to Chinese managers' moral judgment on a hypothetical business dilemma, though no significant effect was found for their commitment to ethics codes. The findings confirm the important role of moral development and relativism in Chinese managers' moral judgement and suggest the need for further research on the impact of professional ethics codes.

*Mike Chen-Ho Chao and Fuan Li are members of the faculty at William Paterson University.*

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Chen, S.-C., Min, J., Teng, J.-T., & Li, F. (2016). Inventory and shelf-space optimization for fresh produce with expiration date under freshness-and-stock-dependent demand rate. *Journal of the Operational Research Society*, (67), 884-896.

***William Paterson University***  
***Decision Sciences: Supply Chain Management***

It is well documented that the demand for fresh produce, to a great extent, depends on how fresh it is and an increase in shelf space for displayed stocks may induce more purchase of the produce. However, relatively little attention has been paid to the effect of expiration date despite the fact that produce deteriorates over time and expiration dates are often an important factor in consumers' purchase decision. In this paper, we propose an economic order quantity model in which we explicitly specify the demand for fresh produce to be a function of its freshness-expiration date and displayed volume. With the demand being freshness-and-stock dependent, it may be profitable to maintain high stock level at the end of the replenishment cycle. Hence, we relax the traditional assumption of zero ending inventory to non-zero ending inventory. Consequently, the objective here is to determine the optimal level of shelf space size, replenishment cycle time, and/or ending inventory level in an effort of maximizing the total annual profit. We found that the total annual profit is strictly pseudo-concave with regard to the three decision variables, which simplifies the search for the global solution to a local optimal. Numerical examples are then presented to highlight the theoretical implications and managerial insights.

*Jinn-Tsair Teng and Fuan Li are members of the faculty at William Paterson University.*

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Choi, S. B., Kim, K., Ullah, S. M. E., & Kang, S.-W. (2016). How transformational leadership facilitates innovative behavior of Korean workers. *Personnel Review*, 45(3), 459-479.

***Kean University***

***Management: Transformational Leadership***

The purpose of this paper is to investigate the relationship between transformational leadership (TL) and the innovative behavior of Korean workers. To this end, this paper also examines whether knowledge sharing and perceived organizational support (POS) influence the above causal relationship. TL was significantly related to both employee innovative behavior and knowledge sharing. The results also show that knowledge sharing mediated and POS positively moderated the relationship between TL and innovative behavior of employees. Future research should examine antecedents of knowledge sharing and measure the effect of TL in other level such as team level, to enhance generalizability. Understanding the link between TL and innovative behavior with mediating and moderating factors can provide useful information to increase positive leadership outcomes and innovation performance. The findings point toward a positive relationship between TL and innovative behavior with mediating and moderating factors. In doing so, the paper adds to a body of work where innovative behavior was connected with leaders' behavior and organizational-level predictors.

*Kihwan Kim is a member of the faculty at Kean University.*

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Cook, R. G., & Campbell, D. K. (2016). *The experiential student team consulting process-A problem-based model for consulting and service learning*. Boston, MA: Cengage Learning.

***Rider University***

***Pedagogy: Student Team Consulting***

This book provides a proven model for the experiential student team consulting process. It uses a pedagogically sound problem-based learning approach with clear examples from a number of award-winning engagements. Experiential courses are multi-disciplined learning experiences and this book will be most helpful for the unique demands of such a course. Our conceptual framework guides the pedagogy and the process flow model directs its sequential nature. Each section builds upon the previous one, directing students toward completing the consulting engagement. Our model promotes a conceptual understanding of the consulting process and the interactions between and among students, the team, the client, and the instructor. The model encourages communication among all stakeholders and can facilitate defining the project's parameters, which are keys to a successful engagement. It also provides a hands-on guide to completing the consulting project. We have provided an example, tool or template for every element in the student consulting process, from team creation to the final report and presentation.

*Ronald G. Cook and Diane K. Campbell are members of the faculty at Rider University.*

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Coskuner-Balli, G., & Ertimur, B. (2016). Legitimation of hybrid cultural products: The case of American yoga. *Marketing Theory*, 1-21.

***Fairleigh Dickinson University***  
***Marketing: Globalization***

Cultural hybridization indicates mixing, intermingling, and fusion of cultures that the globalized world enables and produces. Adopting an institutional theoretic framework, this article examines how hybrid cultural products strive for legitimacy in the context of yoga. We conceptualize American Yoga as a hybrid cultural practice that emerged as yoga was reconfigured through dialectical exchanges between India and the West and acquired new forms and meanings in the geographical and cultural sphere of the United States. The findings reveal a series of reterritorialization strategies through which market actors seek to advance moral, cognitive, and pragmatic legitimacy for American Yoga, accompanied by identity, ownership, and authenticity centered tensions. We illustrate reterritorialization as a legitimation process mediated by strategies of market actors and identify unique outcomes in legitimation of hybrid cultural products drawing from polar perspectives on hybridization.

*Burçak Ertimur is a member of the faculty at Fairleigh Dickinson University.*

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Cotet-Grecu, A. M. (2016). On the estimation of the effect of stressors on birth outcomes. *Economics Letters*, (147), 148-152.

***Seton Hall University***  
***Economics: Birth Outcomes***

Using tornadoes as a source of random variation in exposure to stressors, this paper shows that failure to account for mortality in-utero, can lead to significant errors of interpretation of the results of commonly run regressions. This research documents that the effect of tornadoes on birthweight and gestation is not robust over time because attrition before birth can completely obscure the effect of stressors on birthweight and gestation. These results raise concerns about the interpretation of findings of positive correlations between policies and the health outcomes of live births when higher birthweight and fewer premature births could be indicative of higher mortality in-utero rather than better health. This study also points out an important fact often ignored: The cost of negative shocks is not limited to poor outcomes of surviving infants. It also includes the effect on mothers that experienced fetal loss, and this cost might be significant. Future research on the benefits/costs of policies targeting pregnancy outcomes should account for the loss in productivity experienced by these women.

*Anca M. Cotet-Grecu is a member of the faculty at Seton Hall University.*

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Creamer, G. G., & Creamer, B. (2016). A nonlinear lead lag dependence analysis of energy futures: Oil, coal, and natural gas. In I. Florescu, M. C. Mariani, H. E. Stanley & F. G. Viens (Eds.), *Handbook of High-Frequency Trading and Modeling in Finance*, (pp. 61-71). Hoboken, NJ: Wiley.

***Stevens Institute of Technology***  
***Finance: Brownian Distance Correlation***

This paper proposes the use of the Brownian distance correlation to conduct a lead-lag analysis of financial and economic time series. When this methodology is applied to asset prices, the non-linear relationships identified may improve the price discovery process of these assets. The Brownian distance correlation determines relationships similar to those identified by the linear Granger causality test, and it also uncovers additional non-linear relationships among the log prices of oil, coal, and natural gas. This research can be extended to explore the lead lag relationship between spot and future prices of complex assets such as commodities and foreign currencies applied to different markets.

*Germán G. Creamer is a member of the faculty at Stevens Institute of Technology.*

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Creamer, G. G., Ren, Y., Sakamoto, Y., & Nickerson, J. V. (2016). A textual analysis algorithm for the equity market: The European case. *The Journal of Investing*, 25(3), 105-116.

***Stevens Institute of Technology***  
***Finance: Computational Finance***

The general topic of the paper is the use of the crowd to interpret text, and the power of that interpretation to predict future events. This topic is addressed through an experiment, in which news sentiment is evaluated by crowds and experts in different configurations. Their classifications are used as training sets for machine learning algorithms. The testing is done based on Reuters news stories and the returns of the stocks mentioned right after the stories appear. This paper explores a simple trading strategy where the trader takes a long position when the forecast of the assets return is positive, and liquidate the position after 1 minute. Using this trading strategy, support vector machine, trained with the sentiment of several human groups, shows the highest Sharpe ratio after transaction costs and outperforms the STOXX 50 index. The results of this research can support the development of an artificial intelligence system that combines both humans and learning algorithms to classify news based on their performance. From the forecasting perspective, econometric or machine learning algorithms cannot easily capture particular events and news that can affect several financial time series. Therefore, the human intervention may improve the forecast. However, it is impractical to use humans to interpret every news or event. Hence, this algorithm helps to integrate the human intuition with the pattern recognition capacity of the machine learning algorithms. After an initial training period, a financial forecasting model can be used for investment decisions, portfolio optimization, risk management or algorithmic trading. In practical terms, a system in production would require that humans check periodically the results to improve the forecast. As a result, a hybrid human machine forecasting method may yield more accurate methods for financial prediction and causal analysis of financial and business risk.

*Germán G. Creamer is a member of the faculty at Stevens Institute of Technology. Yong Ren is a Ph.D. candidate at Stevens Institute of Technology. Yasuaki Sakamoto and Jeffrey V. Nickerson are members of the faculty at Stevens Institute of Technology.*

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Dai, J., & Vasarhelyi, M. A. (2016). Imagineering audit 4.0. *Journal of Emerging Technologies in Accounting*, 13(1), 1-15.

***Rutgers University-Newark and New Brunswick  
Accounting: Audit 4.0***

This paper outlines a new audit dynamic that could have dramatic implications in the practical accounting field. The authors present the concept of Audit 4.0. It is designed to utilize modern technologies such as RFID tagging, sensors, ERP systems and more to provide a more modern audit dynamic. In such a system the authors argue for the implementation of audit by exception. Such an environment would allow businesses to progress to a more continuous and automated audit. Such an audit can provide practitioners with a greater amount of more relevant business information on demand.

*Jun Dai is a Ph.D. candidate at Rutgers University-Newark and New Brunswick. Miklos A. Vasarhelyi is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Davenport, T., & Kudyba, S. P. (2016). Designing and developing analytics-based data products. *MIT Sloan Management Review*, 58(1).

***New Jersey Institute of Technology***  
***Decision Sciences: Data Analytics Products***

An increasing number of companies are creating products that combine data with analytical capabilities. Creating an effective development process for these data products requires following well-established steps-and adding a few new ones, too. Thanks to several waves of innovation in recent decades, the rise of information and technology is one of the dominant features of the current economy. The expansion of the information economy that began in the mid-1990s included enhanced hardware and software capabilities, abundant broadband Internet access, and increasingly widespread use of the Internet. These developments helped spur the creation of new products and industries and drove a significant increase in data resources. The past 20 years have brought several reconfigurations of the information and knowledge economy, as enhancements in computer processing and storage capabilities, new software and communication technologies, and the evolution of wireless broadband and mobile computing have taken hold. Technological breakthroughs have driven exponential growth in e-commerce and the emergence of a digital economy with vast data assets. The changes have been accompanied by ongoing attempts to make sense of all the data through the use of analytics.

*Stephan P. Kudyba is a member of the faculty at New Jersey Institute of Technology.*

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DeMotta, Y., Chao, M. C-H., & Kramer, T. (2016). The effect of dialectical thinking on the integration of contradictory information. *Journal of Consumer Psychology*, 26(1), 40-52.

***Fairleigh Dickinson University and William Paterson University  
Marketing: Dialectical Thinking***

Although lower dialectical thinking has been associated with greater extremity in consumer responses to univalent information, we demonstrate that low, as compared to high, dialectical thinkers express more moderate attitudes when they result from processing contradictory information. Specifically, our studies find that contradictory product information is less fluently processed by consumers low (vs. high) in dialectical thinking, which reduces their judgmental confidence and, in turn, generates more moderate attitudes. We contribute to the literature by showing that in contexts of contradictory information integration, current theory regarding the consequences of dialectical thinking needs to be extended to include not only an attenuation of the extremity effect prior research has found, but a complete reversal. Our results further imply that processing fluency not only impacts attitude valence but, more generally, attitude extremity.

*Yoshiko DeMotta is a member of the faculty at Fairleigh Dickinson University. Mike Chen-Ho Chao is a member of the faculty at William Paterson University.*

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Dharmadhikari, N., Lee, E., & Kayabas, P. (2016). The lifecycle benefit-Cost analysis for a rural bridge construction to support energy transportation. *Infrastructures*, 1(1), 1-14.

***New Jersey City University***  
***Decision Sciences: Lifecycle Analysis***

Rural roads represent an important part of the economy in the Great Plains and Midwest of the United States. As oil exploration in North Dakota increases, the number of vehicles travelling on these roads is also increasing, resulting in significant needs for infrastructure maintenance and upgrades, including the construction of new bridges. The lifecycle benefit-cost analysis of bridge construction is the overall objective of this research. This paper investigates the benefits of combining travel demand modeling and lifecycle benefit-cost analysis, and demonstrates traffic forecasting using geographic information systems (GIS) and network flow problem. The paper also shows a comparison of the alternative scenarios. The authors demonstrate a method of integrating geographic information systems, operations research, and data analytics to estimate future traffic by evaluating infrastructure needs. The travel demand modeling is essential for the lifecycle benefit-cost analysis. This study would help government agencies and construction companies evaluate and prioritize new bridge construction projects. The agencies should consider adding the environmental costs.

*EunSu Lee is a member of the faculty at New Jersey City University.*

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DiGabriele, J. A., & Lohrey, P. L. (2016). The valuation of economic damages: A case study for the forensic accountant. *Journal of Forensic & Investigative Accounting*, 8(2), 338-348.

***Montclair State University***  
***Accounting: Economic Damages***

A litigation support service that forensic accountants provide is estimating economic damages due to an injury. Preparing a valuation of economic damages embraces a unique confluence of accounting, economics, and finance. The analysis of the loss of earning capacity for individuals arises from a variety of legal cases involving the need to estimate financial damages due to personal injury, employment discrimination, wrongful termination, and wrongful death. The different types of economic damages cases share common fundamental elements in estimating an individual's loss of earnings, but they are differentiated by methodological variations in the damage estimate itself. For example, economic damages due to a personal injury would most likely include estimated lost earnings, lost fringe benefits, lost household services, and medical expenses. Wrongful death calculations, however, would be reduced by the decedent's personal consumption over their projected lifetime--and this reduction would reduce the residual damages for the heirs. On the other hand, employment discrimination or wrongful termination estimate of damages would include the estimated time a plaintiff would need to catch up to the previous earnings. The most common approach to gathering the necessary information to calculate these losses is through a fact-finding questionnaire, interview, or a letter of request. The needed information usually includes: Personal information such as the date of injury, the level of education, marital status, race, age, and dependents; Pre-injury/death employment and earnings; Fringe benefits received; Post injury earnings and the likelihood of future employment; Household services provided before the injury/death and after the injury/death. The objective of this article is to illustrate the application of how to estimate personal economic damage calculations. This case study estimates the value of economic damages due to a personal injury.

*James A. DiGabriele and Peter L. Lohrey are members of the faculty at Montclair State University.*

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DiGabriele, J. A., (2016). The expectation differences among stakeholders in the financial valuation fitness of auditors. *Journal of Applied Accounting Research*, 17(1), 43-60.

***Montclair State University***  
***Accounting: Valuation***

The purpose of this paper is to investigate if there is an expectation gap among accounting academics, accounting practitioners, and users of financial statements in the financial valuation fitness of auditors. Complex reporting standards and current market expectations have the potential to create differences between what third-party users consider to be the responsibilities of the auditor and what auditors believe to be their responsibilities in auditing fair value estimates. This study is important for several reasons. First, users of financial statements have expressed the necessity for auditors to acquire financial valuation skills (Christensen *et al.* (2012). Therefore, the evidence obtained from users of financial statements in this research will be critical guidance to reconcile expectations. Second, accounting educators have not provided a significant response to teaching fair value concepts in the university curriculum (Carlino, 2012; Hanson, 2013). This research presents a clarion call to accounting educators to align university curriculum toward market expectations (Christensen *et al.* 2012). Third, the practitioner community has also been criticized for audit deficiencies in fair value. It is critical to understand if additional training in financial valuation is necessary to improve the fair value judgement of practitioners and meet stakeholder's expectations. Accordingly, the study provides a contribution to practice. Finally, this paper answers the call by Christensen *et al.* (2012) for future research in the topic of fair value: to "mirror the categories of recommendations of regulators and standard setters."

*James A. DiGabriele is a member of the faculty at Montclair State University.*

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Dills, A. K., Hernández-Julián, R., & Rotthoff, K. W. (2016). Knowledge decay between semesters. *Economics of Education Review*, 50, 63-74.

***Seton Hall University***  
***Economics: Summer Learning Loss***

Summer learning loss has been widely studied in K-12 schooling, where the literature finds a range of results. This study provides the first evidence of summer learning loss in higher education. We analyze college students taking sequential courses with some students beginning the sequence in the fall semester and others in the spring. Those beginning in the fall experience a shorter break between the courses. We test whether the length of that gap explains the students' performance in the subsequent course. Initial results suggest that a longer gap is associated with lower grades. However, including student fixed effects eliminates the observed knowledge decay with a few exceptions: knowledge decay remains for students in language courses, for students with below-median SAT Math scores, and for students with majors outside STEM fields.

*Kurt W. Rotthoff is a member of the faculty at Seton Hall University.*

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Dobrzykowski, D. D., McFadden, K. L., & Vonderembse, M. A. (2016). Examining pathways to safety and financial performance in hospitals: A study of lean in professional service operations. *Journal of Operations Management*, (42-43), 39-51.

***Rutgers University-Newark and New Brunswick  
Decision Sciences: Professional Service Operations***

Healthcare operates in a complex professional service environment that faces challenges in delivering high quality and affordable care – a set of goals that some healthcare professionals believe are incongruous. To consider opportunities to achieve these important outcomes, this study examines the relationships among comprehensive lean orientation, internal integration, patient safety, and financial performance. This study draws on the professional services operations (PSOs) literature stream to explain and offer a means of addressing the complexity of healthcare delivery. Grounded in dynamic capabilities, this study develops a model for improving financial performance and patient safety in hospitals. Using structural equation modeling, the model is tested with survey data from 211 acute care hospitals in the USA that are matched with data from two other sources – objective patient safety data from the Centers for Medicare and Medicaid Services and objective net income data from the American Hospital Directory. Results indicate that although a comprehensive lean orientation has a direct and positive impact on patient safety, it impacts financial performance indirectly through internal integration. The results have major implications for enhancing patient safety and financial performance in healthcare service organizations, and improving operations in PSOs more broadly.

*David D. Dobrzykowski is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Donnellan, J. T., & Rutledge, W. (2016). Agency theory in banking-Lessons from the 2007-2010 financial crises. *International Journal of Business & Applied Social Science*, 2(3), 38-49.

***New Jersey City University***  
***Finance: Financial Crisis***

This paper presents an agency theory argument for certain operational risks and the subsequent impact as a result of the financial crisis starting in 2007. This shock to the financial system, facilitated by the banking segment, helped to put in motion the worst financial crisis in two generations, erasing \$14.5 trillion, or 33 percent, of the value of the world's companies. During the period from 2007 to 2010 banks suffered severe credit and liquidity stress to the point where the U.S. government implemented bailout programs such as Troubled Asset Relief Program [TARP], and addressed monetary policy in the hope of stabilizing the banking industry. In light of these programs and changes, the aim of this study is to provide additional theory to help understand the financial and reputational impact on the banking industry due to credit risk and the subsequent impact on liquidity. Prior papers were studied that focused on the certain risk factors (Aaker, 1987; Bromiley, 1991; Miller, 1990; Wiseman, 1997) and their impact on firm performance. But this study expands prior research by including data from Commercial Banking at the Federal chartered and State chartered level and how credit risk impacts liquidity.

*John T. Donnellan and Wanda Rutledge are members of the faculty at New Jersey City University.*

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Dwertmann, D. J. G. (2016). Management research on people with disabilities: Examining methodological challenges and possible solutions. *The International Journal of Human Resource Management*, 27(14), 1477-1509.

***Rutgers University-Camden  
Management: Disability in the Workplace***

Providing companies and managers with knowledge about the inclusion of people with disabilities in the workplace is important since they often face significant obstacles such as discrimination and high unemployment rates. Poor workplace inclusion also has detrimental effects for companies, such as discrimination litigation, untapped personnel resources and missed business opportunities. Yet, empirical research on the topic of disability is extremely limited, especially in top-tier management journals. Although this shortcoming in research has often been mentioned by scholars, few explanations for it have been put forward. I propose that specific methodological challenges for quantitative research in the field are an important contributor to this shortcoming. In this paper, I identify and outline specific challenges through expert interviews, identify underlying issues and provide first suggestions on how to address these. The goal is to help increase the number of high-quality research studies in the organizational sciences and thereby advance our knowledge of the inclusion of people with disabilities in the workplace.

*David J. G. Dwertmann is a member of the faculty at Rutgers University-Camden.*

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Dwertmann, D. J. G., & Boehm, S. A. (2016). Status matters: The asymmetric effects of supervisor-subordinate disability incongruence and climate for inclusion. *Academy of Management Journal*, 59(1), 44-64.

***Rutgers University-Camden  
Management: Climate for Inclusion***

Growing workforce diversity increases the likelihood that supervisors and subordinates will differ along demographic lines, a situation that has important implications for their relationship quality and individual outcomes. In a sample of 1,253 employees from 54 work units, we investigate the effects of differences in disability status between supervisors and subordinates on leader-member exchange (LMX) quality and subsequent performance ratings, and find that incongruence in general is related to lower LMX quality and lower performance. In addition, we propose and find an asymmetrical effect of disability incongruence, such that LMX quality is worse in dyads in which the supervisor has a disability than in dyads in which the subordinate has a disability. Furthermore, we investigate the moderating role of unit-level climate for inclusion on this relationship and find support for a buffering effect of inclusive climates on the negative incongruence-LMX relationship for scenarios in which the supervisor, but not the subordinate, has a disability. We build relevant theory for the relational demography, disability, LMX, and organizational climate literatures by predicting these effects on the basis of status mechanisms. These findings have important practical implications, as they provide companies with a feasible way to manage their diverse workforce.

*David J. G. Dwertmann is a member of the faculty at Rutgers University-Camden.*

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Dwertmann, D. J. G., Nishii, L. H., & van Knippenberg, D. (2016). Disentangling the fairness & discrimination and synergy perspectives on diversity climate: Moving the field forward. *Journal of Management*, 42(5), 1136-1168.

***Rutgers University-Camden  
Management: Diversity Climate***

We provide a theory-driven review of empirical research in diversity climate to identify a number of problems with the current state of the science as well as a research agenda to move the field forward. The core issues we identify include (a) the fact that diversity climate is typically treated as unidimensional, whereas diversity research would suggest that there are two major perspectives that could be reflected in diversity climate—efforts to ensure equal employment opportunity and the absence of discrimination versus efforts to create synergy from diversity; (b) a tendency to let the level of analysis (individual psychological climate or shared team or organizational climate) be dictated by convenience rather than by careful theoretical consideration, thus sidestepping key issues for research concerning the causes and consequences of the sharedness, or lack thereof, of diversity climate perceptions; and (c) the tendency to include diversity attitudes and other nonclimate elements in climate measures even though they are different from climate both conceptually and in their antecedents and consequences. The research agenda we advance suggests a need both for different operationalizations and for new research questions in diversity climate, diversity, and relational demography research.

*David J. G. Dwertmann is a member of the faculty at Rutgers University-Camden.*

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Easton, R. (2016). Role of irrevocable trusts if estate tax repealed. *Estate Planning*, 44(4), 20-25.

***Seton Hall University***

***Taxation: Estate Tax***

As the prospect strengthens for a repeal of the estate tax, irrevocable trusts retain advantages for achieving nontax goals. After last November's presidential election, the prospect of an estate tax repeal has gained traction. If this tax is repealed, how might estate planners handle an estate without regard to federal estate tax? Those who currently practice in the area might well in the future become 'estate tax counselors' as opposed to 'estate tax minimizers.' Asset protection planning has always been a subset of estate planning services for high net worth clients. Traditional estate planning by its very nature includes placing assets beyond the reach of potential creditors. Trusts can offer, in addition to tax benefits, protection from a beneficiary's creditors. This may well become the direction in the future. Trusts can provide valuable divorce and asset protection benefits. If transfer taxes are repealed, divorce and asset protection may become the primary goal for trust planning. More people are living longer with the possibility of remarriage following the death of a spouse. Establishing trusts on the death of the first-to-die member of a married couple is becoming an important strategy to protect assets. In addition, trusts provide income tax planning opportunities by sprinkling income to beneficiaries in the lowest income tax bracket.

*Reed Easton is a member of the faculty at Seton Hall University.*

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Ehrlich, M. (2016). The National Science Foundation's lean startup push: I-Corps as a model for international univenture. *Coller Venture Review*, (4), 66-76.

***New Jersey Institute of Technology  
Management: I-Corps***

How does America do it? American venture is the envy of many, and the U.S. prides itself on the ideals of the ambitious self-made entrepreneur and the existence of unlimited opportunities, and can show impressive results; but in reality, as this article shows, these results owe much to federally enacted regulations, laws and support structures that empower the move from hopeful ambition to a commercially successful venture. During the post-WWII period, Congress has enacted a series of new laws that directed public resources toward innovation and the commercialization of research. Many of these U.S. legal initiatives became models for international adoption. For example: The Higher Education Act of 1965; The Public Works and Economic Development Act of 1965 (PWEDA); The Patent and Trademark Law Amendments Act of 1980 (Bayh-Dole Act); The Small Business Innovation Development Act of 1982; The America COMPETES Act of 2007 and 2010. The article surveys these initiatives and focuses in detail on I-Corps, a flagship program launched by the NSF in 2011. This program has been able to rapidly evolve and grow by operating within the existing legal framework. I-Corps has expanded and evolved rapidly to consist of multiple components: An I-Corps curriculum for training science and engineering teams in Lean Startup principles; I-Corps Teams, which are eligible for grants of up to US \$50,000, are composed of the principal investigator (an academic), an entrepreneurial lead (a student), and a business mentor; I-Corps Nodes serve as hubs for education, infrastructure and research that engage scientists and engineers in innovation; they also deliver the I-Corps Curriculum to I-Corps Teams; I-Corps Sites are academic institutions that catalyze the engagement of multiple, local teams in technology transition and strengthen local innovation. Characterized by rapid experimentation and prototyping that mimics the performance of startup ventures, the I-Corps program is an excellent candidate for future adaptation worldwide.

*Michael Ehrlich is a member of the faculty at New Jersey Institute of Technology.*

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Eisner, S. (2016). The “in-factor”: Signature traits of innovation’s leaders. *Journal of Applied Business Research*, 32(1), 185-200.

***Ramapo College of New Jersey  
Management: Leadership Style***

This paper was inspired by the 2013 film *Jobs*, the docu-drama about Apple founder and longtime CEO Steve Jobs whose leadership style in some ways so contradicted contemporary leadership prototypes that he is sometimes said to depict the “anti-leader.” That film triggered this question: Are there attributes that, regardless of behavioral bent, those who lead innovation share? Through a review of academic and practitioner literature an “IN-factor” such leaders share emerges: The intention and insistence to be trailblazers. Though leaders of innovation travel different paths and are not all alike, though some are mavericks and others break through existing challenges, though some are founders and others are successors, though some are college educated and others are not, these “Imagineers” share ten signature traits which this paper establishes should be helpful to contemporary leadership education, development, and training.

*Susan Eisner is a member of the faculty at Ramapo College of New Jersey.*

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Florenthal, B. (2016). The value of interactive assignments in the online learning environment. *Marketing Education Review*, 26(3), 154-170.

***William Paterson University***  
***Pedagogy: Interactive Assignments***

The offerings of Web-based supplemental material for textbooks have been increasingly growing. When deciding to adopt a textbook, instructors examine the added value of the associated supplements, also called e-learning tools, to enhance students' learning of course concepts. In this study, one such supplement, interactive assignments, is examined from students' perspective. Two streams of literature, information technology and communication, provide the foundation to understanding students' evaluation of the interactive assignments. The results of the study indicate that the motivational theory of uses and gratification contributes significantly to our understanding of students' perceived value of, attitude toward, and satisfaction from completing e-learning assignments. Also contributing to our understanding are the concepts of results demonstrability and conformation of expectation, which have been adopted from the literature related to the technology acceptance model. Implications for publishers and instructors are provided.

*Bela Florenthal is a member of the faculty at William Paterson University.*

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Florenthal, B., & Chao, M. C-H. (2016). A cross-cultural comparison of a global brand's strategies on micro-blogging sites: Sina Weibo vs. Twitter. *International Journal of Online Marketing*, 6(4), 54-72.

***William Paterson University***  
***Marketing: Micro-Blogging***

Micro-blogging platforms have been used increasingly by multinational companies as a marketing tool. Global corporations utilize platforms such as Twitter and Weibo, leading micro-blogging sites, and promote their brand equity and increase engagement with their customers. The question is whether they use these platforms strategically, localizing the content and the structure to meet the needs of their target population. This study uses case study content analysis to begin answering this question. Starbucks posts over a one-month period on Twitter in the U.S. and on Sina Weibo in China were analyzed using three existing validated frameworks: descriptive analysis, content classification, and content customization. The results indicate that Starbucks somewhat localizes its posts to its Chinese consumers, in terms of content, symbols, values, and offerings. In terms of descriptive analysis, the study found that Starbucks underutilizes its Sina Weibo site compared to its Twitter site; posts more community-related information on Sina Weibo than on Twitter; and provides more action-related information on Twitter than on Weibo. This paper goes on to suggest micro-blogging strategies for multinational companies in the Managerial Implications section and concludes with a discussion on the direction of future research for scholars in this field.

*Bela Florenthal and Mike Chen-Ho Chao are members of the faculty at William Paterson University.*

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Glackin, C. W., Byrd, K., & Phelan, S. (2016). Contextual considerations in entrepreneurial finance education: A systematic analysis of U.S. undergraduate courses. *Academy of Entrepreneurship Journal*, 22(2), 13-28.

***Rowan University***

***Pedagogy: Entrepreneurship Education***

As undergraduate institutions in the United States have expanded their offerings in entrepreneurship education, increasingly distributing them across the curriculum, the number of courses on the subject of Entrepreneurial Finance or Entrepreneurial Financing also has grown. In order to further the field's understanding of the content and pedagogies employed, apart from traditional Corporate Finance courses, this meta-analysis explores the prevalence of Entrepreneurial Finance courses in the curricula of universities offering entrepreneurship majors, analyzes course descriptions and syllabi, and proposes a typology of Entrepreneurial Finance courses including the modified corporate, public/private equity, and life cycle models. This typology is empirically tested and analyzed. Empirical methods, including parsing terminology, factor analysis, and cluster analysis, are used to identify course clusters based upon course names, descriptions and syllabus topics. Differences between courses are calculated by running Multivariate Cluster Analyses using K-Means approaches to generate the optimal Cubic Clustering Criteria (CCC) under various conditions.

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We also conduct Factor Analysis for Principal Component/Varimax using Rotated Factor Loading. There are two primary clusters which are essentially the high growth venture/public/private equity model (17 courses or 30.9 percent) and all others (38 courses or 69.1 percent). The CCCs for two and three clusters are -3.7546 and -3.7885. Given that the larger number of clusters will routinely generate a somewhat higher CCC value, these are virtually identical. Therefore, we also conduct multivariate cluster analysis on the larger cluster and identify two clusters, falling into the modified corporate and life cycle models. Cluster analysis generates some difference from the initial parsing results. The overall results suggest that course strategy may be a function of the institution type when considered by AACSB accreditation and public/private institution status. The departments in which the courses are situated matter. Examples of the predominant syllabus topics for each model are compiled and presented. Texts and teaching pedagogies are analyzed to provide insights. Opportunities for further investigation are identified. With entrepreneurial finance as an emerging sub-discipline, empirical evidence on entrepreneurs' special needs could be helpful to those structuring courses or writing texts for this area of entrepreneurship education.

*Kimble Byrd is a member of the faculty at Rowan University.*

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Groothuis, P. A., & Rotthoff, K. W. (2016). The economic impact and civic pride effects of sports teams and mega-events: Do the public and professionals agree? *Economic Affairs*, 36(1), 21-32.

***Seton Hall University***  
***Economics: Economic Impact***

Often sports leagues, organizing committees, and team owners justify the use of public funds to build sports stadiums by the perceived economic impacts and civic pride generated by the teams or mega-events. Since the 1980s many economic studies have examined the economic impact and civic pride created by professional sports teams. Most of the economic literature finds sports teams or mega-events have little or no economic impact, but there are mixed findings on the magnitude of civic pride. Overall, most of the economic literature suggests that the benefits created by sports teams or events do not outweigh the cost of public subsidies provided. We conduct a survey of public opinion on U.S. residents' perceptions of economic impacts and civic pride benefits from mega-events such as the Super Bowl and the Winter Olympics. Our study asks the question: Do residents believe that mega-events and sports teams generate positive economic impacts and civic pride or not? We find that, like economists, the public doubts that public funding of mega-events is a good idea.

*Kurt W. Rotthoff is a member of the faculty at Seton Hall University.*

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Guo, J., Huang, P., Zhang, Y., & Zhou, N. (2016). The effect of employee treatment policies on internal control weaknesses and financial restatements. *The Accounting Review*, 91(4), 1167-1194.

***Rutgers University-Camden***  
***Accounting: Employee Treatment Policy***

This study investigates the role of employment policies in reducing internal control ineffectiveness and financial restatements. We provide new evidence that employee treatment policies are an important predictor of ineffective internal control. We also find that employee-friendly policies significantly reduce the propensity for employee-related material weaknesses. These results suggest that greater employee benefits facilitate the acquisition, development, and motivation of the workforce and ameliorate the loss of valuable human capital, thereby mitigating employee failures to implement internal control tasks properly. Moreover, we document novel results that financial restatements, especially those caused by unintentional errors, are less likely to arise in firms that invest more in employee benefits. Collectively, our emphasis on the effect of employee treatment policies on the integrity of internal control and financial reporting distinguishes our paper from previous studies that focus on the role of top executives in accounting practices.

*Jun Guo is a member of the faculty at Rutgers University-Camden.*

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Han, M. C., & Kim, Y. (2016). Can social networking sites be e-commerce platforms? *Pan-Pacific Journal of Business Research*, 7(1), 24-39.

***Kean University***

***Marketing: Social Media Commerce***

Social media is not just an online community where people meet, communicate, and share information virtually. The number of businesses using social media to promote products, and the number of social media seeking ways to increase revenues, have both grown rapidly in recent years. Consequently, there has been increased interest in social media commerce-systems whereby social media users could purchase products by clicking the “Buy” button on Facebook without leaving the site, just as they can now on Amazon.com or e-Bay. This study examines whether social media can grow as an e-commerce platform by answering the following questions: 1) How likely are social media users to purchase products on social media? 2) What types of products or social factors on the social media would successfully facilitate social media commerce? The result indicates that presence of a friend’s purchase history with a product did not generate a higher level of purchase intention, nor social media acceptance. Also, this study found that digital products induced higher levels of both purchase intention and social media acceptance than non-digital products. Findings are discussed, along with managerial implications and limitations in the study.

*Min Chung Han is a member of the faculty at Kean University.*

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Henry, E., & Leone, A. J. (2016). Measuring qualitative information in capital markets research: Comparison of alternative methodologies to measure disclosure tone. *The Accounting Review*, 91(1), 153-178.

***Stevens Institute of Technology***  
***Accounting: Narrative Disclosure***

This study evaluates alternative measures of the tone of financial narrative. We present evidence that word-frequency tone measures based on domain-specific wordlists-compared to general wordlists- better predict the market reaction to earnings announcements, have greater statistical power in short-window event studies, and exhibit more economically consistent post-announcement drift. Further, inverse document frequency weighting, advocated in Loughran and McDonald (2011), provides little improvement to the alternative approach of equal weighting. We also provide evidence that word-frequency tone measures are as powerful as the Naïve Bayesian machine-learning tone measure from Li (2010) in a regression of future earnings on MD&A tone. Overall, although more complex techniques are potentially advantageous in certain contexts, equal-weighted, domain-specific, word-frequency tone measures are generally just as powerful in the context of financial disclosure and capital markets. Such measures are also more intuitive, easier to implement, and, importantly, far more amenable to replication.

*Elaine Henry is a member of the faculty at Stevens Institute of Technology.*

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Holmes, O., IV, Whitman, M. V., Campbell, K. S., & Johnson, D. E. (2016). Exploring the social identity threat response framework. *Equality, Diversity and Inclusion: An International Journal*, 35(3), 205-220.

***Rutgers University-Camden  
Management: Social Identity***

In her paper, Jennifer Petriglieri (2011) theorized six responses that people can have toward identity threats: derogation, concealment, positive distinctiveness, identity exit, meaning change, and importance change. Using her work as a starting point, our research uncovered three additional identity threat responses: constructive action, ignore, and seeking assistance. While our research revealed that our study participants identified coworkers/colleagues as the source of most of their experiences with social identity threats, interestingly, they also revealed that identity threats were perpetrated by family members, friends, and acquaintances. Unfortunately, more than half were possibly reoccurring threats whereas the remaining others were single occasion threats. Despite theory suggesting specifically that some identity threat responses should lead to maintenance or elimination of identity threats, our research found that identity threats were roughly as likely to be maintained as eliminated in our sample of narratives. Furthermore, our findings suggest that most identity threat response tactics (with the exception of importance change and meaning change) are associated with both the maintenance and elimination of identity threats. As a result, the type of threat response tactic an individual uses to mitigate the identity threat does not seem to determine the outcome. Within our sample narratives, however, we found derogation and constructive action to mostly result in the threat being eliminated, while ignoring usually resulted in the threat being maintained. Taken together, our findings suggest that identity threat responses and their outcomes are highly individualized phenomena that are strongly influenced by context-specific factors. As such, it is our advice to start with the different types of identity-protection threat responses and see which ones work best to eliminate identity threats in your particular situations.

*Oscar Holmes, IV is a member of the faculty at Rutgers University-Camden.*

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Holtzman, D. M., & Kraft, E. M. (2016). Skills needed in the workplace: A comparison of the results of feedback from representatives of large and small businesses in New Jersey. *International Journal of Management and Marketing Research*, 9(2), 13-24.

***Stockton University***  
***Management: Workplace Skills***

The purpose of this research is to determine what skills small and large business representatives in New Jersey believe are important for the workplace. There were 120 small business and 71 large business representatives surveyed. Written communication skills, adapting to change and being flexible, sales presentation experience, networking, and enthusiasm were the top skills identified by respondents from small businesses as important or very important. Attitude/professionalism; work ethic; ethical understanding; respecting and valuing diversity; interpersonal skills; enthusiasm; teamwork skills and adapting to change and being flexible were the top skills identified by large business respondents as important or very important. There were a significantly greater percentage of respondents from mid to large size businesses rating the following skills as important or very important –attitude/professionalism ( $p<0.01$ ); work ethic ( $p<0.01$ ); adapting to change/flexibility ( $p<0.05$ ); respecting and valuing diversity ( $p<0.01$ ); ethical understanding ( $p<0.01$ ); enthusiasm ( $p<0.10$ ); interpersonal skills ( $p<0.05$ ); teamwork ( $p<0.05$ ) locating, organizing, and evaluating relevant information ( $p<0.05$ ); thinking creatively to solve problems ( $p<0.10$ ); managing time ( $p<0.10$ ); and speaking/oral communication skills ( $p<0.10$ ). There were a significantly greater percentage of respondents from small businesses rating networking ( $p<0.01$ ), knowledge of global issues/international policy ( $p<0.01$ ), and sales experience as important ( $p<0.01$ ) or very important than respondents from mid to large size businesses. The authors conclude that the differences in ratings of the skills valued by small and large businesses are due to the traits of an entrepreneur and structure required of the human resources of a large business.

*Diane M. Holtzman and Ellen M. Kraft are members of the faculty at Stockton University.*

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Hunter, R. J., Jr. (2016). A statutory override of an “as is” sale: A historical appraisal and analysis of the UCC, Magnuson-Moss, and state lemon laws. *University of Massachusetts Law Review*, 11, 44-62.

***Seton Hall University***  
***Legal Studies: Lemon Law***

Not too many years ago, states began to take the side of consumers in the purchase of a new automobile which turned out to be “less than perfect” by enacting what are termed as “lemon laws.” Connecticut was the first state to pass such a lemon law in the early 1980s. The Connecticut statute “supplied the purchaser of a lemon with the first specific legislation to deal with his plight.” Until then, purchasers of lemons had to rely exclusively on the “restrictive” limited warranties given by the manufacturers and “the intricate technicalities imposed by the Uniform Commercial Code laws on sales”—in short, the rule of caveat emptor most often prevailed. In 1982, Connecticut enacted a statutory “repair or replace” provision, otherwise known as a lemon law, which gave the buyers of certain defective automobiles “the power to combat the inequities of the manufacturer’s limited warranty.” This article considers these issues in light of contemporary rules protecting the rights of consumers-- even in former “as is” sales transactions.

*Richard J. Hunter, Jr. is a member of the faculty at Seton Hall University.*

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Hunter, R. J., Jr., & Domanska, M. (2016). Poland: A country study-“Europe’s poster child to Europe’s problem child.” *International Economics and Business*, 2(1), 15-27.

***Seton Hall University***  
***Economics: Balcerowicz Plan***

This article views economic and political events in Poland today in the context of the economic transition that began in 1989. The paper considers issues relating to the creation of the Balcerowicz Plan, attracting foreign direct investment, the current unstable political scene, and concerns for political corruption. It provides the most recent economic statistics relating to many of these issues.

*Richard J. Hunter, Jr. is a member of the faculty at Seton Hall University. Marta Domanska is a recent graduate of Seton Hall University.*

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Hunter, R. J., Jr., & Shannon, J. H. (2016). Is the Northwestern case a real “game changer” for intercollegiate athletics: A non-decision decision. *Western State Law Review*, 43(2), 155-198.

***Seton Hall University***

***Legal Studies: NLRB and Intercollegiate Athletics***

This article begins with the formulation of the research question: Are these Northwestern University college football players employees or are they simply “football players?” And even if they are employees, should they be permitted to form a union? The article then moves to a discussion of core principles of labor law relating to the certification and election process; discusses two important NLRB decisions relating to the definition of an employee; analyzes the decision of the Regional Administrator handed down March 26, 2014; and concludes with a discussion of the resolution of the issue by the full NLRB on August 17, 2015. However, because of the nature of the decision which left unanswered the key question relating to the status of the student-athletes, the decision leaves open another question: Has the issue in fact been resolved for all times?

*Richard J. Hunter, Jr. and John H. Shannon are members of the faculty at Seton Hall University.*

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Hunter, R. J., Jr., Shannon, J. H., & Amoroso, H. J. (2016). Compensation for bystander injuries in strict products liability: Why it is important to afford bystanders with more protection than consumers or users of products. *Advances in Social Sciences Research Journal*, 3(10), 1-11.

***Seton Hall University***  
***Legal Studies: Negligence***

This article will consider issues relating to the responsibility of sellers and others who furnish defective products for injuries to bystanders in the context of strict products liability. The article builds upon prior research in delineating the origin and nature of products liability litigation, the theories of recovery for injuries, and the nature of damages caused by defective products, and the development of strict product liability in tort. Consider this scenario: Walter is peacefully walking his dog Gertie down Tenth Avenue when the popcorn machine on the Belmar Boardwalk explodes sending mounds of hot cooking oil into the air. The oil covers Walter's (and Gertie's) torso and both are whisked away to their respective hospitals for treatment for serious burns. It turns out that a switch in the machine had been manufactured improperly causing a defect in the electrical line. Can Walter recover for his own serious injuries? Can Walter recover for the injuries to Gertie? And, suppose that Walter was not himself physically injured, but had suffered emotional distress in observing several patrons at the Boardwalk refreshment stand who had been burned over significant portions of their bodies?

*Richard J. Hunter, Jr., John H. Shannon, and Henry J. Amoroso are members of the faculty at Seton Hall University.*

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Hunter, R. J., Jr., Shannon, J. H., & Lozada, H. R. (2016). The Redskins and trademark disparagement. *Global Journal of Political Science and Administration*, 4(2), 1-28.

***Seton Hall University***

***Legal Studies: Trademark Disparagement***

Consider this scenario: When Chinatown dance-rock band “The Slants” wanted to trademark their name, they didn’t imagine any problems. After all, they were the only band with that name. But the United States Patent and Trademark Office (USPTO) saw things differently and denied their application. The USPTO ruled that “The Slants” name “consists of or comprises immoral, deceptive, or scandalous matter; or matter which may disparage.” In this case, the ruling was in reference to the term “slant” as a derogatory term for someone of Asian descent.” Does this fact pattern seem to the reader as so outlandish as to be the product of a great imagination? It might be fiction...but it is true....(Fabio, 2011; Bonadio, 2015). This article will discuss issues relating to registration of trademarks and how they might be subject to cancellation or rejection on grounds of disparagement in light of facts developed in a series of cases involving the Washington Redskins and their famous (or now infamous) trademark.

*Richard J. Hunter, Jr., John H. Shannon, and Héctor R. Lozada are members of the faculty at Seton Hall University.*

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Issa, H., Sun, T., & Vasarhelyi, M. A. (2016). Research ideas for Artificial Intelligence auditing: The formalization of audit and workforce supplementation. *Journal of Emerging Technologies in Accounting*, 13(2), 1-20.

***Rutgers University-Newark and New Brunswick  
Accounting: Artificial Intelligence***

This paper examines the impacts of Artificial Intelligence on the practical business field of auditing. The paper examines the history and possible modes of integration that artificial intelligence can be utilized in to improve on the current auditing dynamic. The paper discusses several avenues for future research to this end. The authors also discuss how the current audit dynamic may change with the integration of Artificial Intelligence. This portion of the paper discusses the practical implications of a more automated audit.

*Hussein Issa is a member of the faculty at Rutgers University-Newark and New Brunswick. Ting Sun is a Ph.D. candidate at Rutgers University-Newark and New Brunswick. Miklos A. Vasarhelyi is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Itzkowitz, J., & Loviscek, A. (2016). An unpleasant small-stock effect in manufacturing: The case of the dependent buyer. *Managerial Finance*, 42(10), 1017-1032.

***Seton Hall University***  
***Finance: Dependent Buyer***

The purpose of this paper is to determine if there is a significant difference in the investment risks between small-cap manufacturers that heavily depend on one or a few buyers, referred to as “dependent-buyers,” and small-cap manufacturers that have a more diversified customer base. If there is a significant difference both statistically and economically, then investors need to be aware of the dependent-buyer effect in their security selection and portfolio construction efforts. Using large samples of firm-level data from 2000 through 2011, the authors employ standard risk estimation modeling to compute  $\beta$ s, idiosyncratic risks, and total risks of both dependent-buyer firms and firms with a more diversified customer base. The authors find that the  $\beta$ s, idiosyncratic risks, and total risks of dependent-buyer firms are much greater than that of firms not in dependent relationships. These differences are both statistically and economically significant. Buyer-supplier relationships can change quickly, and so a firm that has a diversified base in one period, for example, could be a dependent-buyer in the next period.

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Much depends on the reporting accuracy of firms and the ability of the securities exchange commission (SEC) to track the relationships. First, the risk of individual small-cap stocks is likely to be greater than perceived from macro-level data, leading to the need for more securities if idiosyncratic risk is to be eliminated. Second, small-cap investors have the opportunity to enhance portfolio construction efficiency by referencing data published by the SEC. Third, most investors interested in small-cap manufacturing stocks should find it prudent to allocate a large percentage of their small-cap investments to an index fund. While this may sacrifice higher returns, it also reduces the probability of experiencing an unpleasant small-stock effect. This is the first study to show that the difference in investment risks between small-cap manufacturers that depend on one or a few firms for their outputs and small-cap manufacturers that have a well-diversified customer base is statistically and economically significant, information that should be valuable to investors in their security selection and portfolio construction efforts.

*Jennifer Itzkowitz and Anthony Loviscek are members of the faculty at Seton Hall University.*

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Itzkowitz, J., Itzkowitz, J., & Rothbort, S. (2016). ABCs of trading: Behavioral biases affect stock turnover and value. *Review of Finance*, 20(2), 663-692.

***Seton Hall University***  
***Finance: Asset Pricing***

Psychological research suggests that individuals are satisficers. That is, when confronted with a large number of options, individuals often choose the first acceptable option, rather than the best possible option (Simon, 1957). Given the vast quantity of information available and the widespread convention of listing stocks in alphabetical order, we conjecture that investors are more likely to buy and sell stocks with early alphabet names. Consistent with this view, we find that early alphabet stocks are traded more frequently than later alphabet stocks and that alphabeticity also affects firm value. We also document how these effects have changed over time.

*Jennifer Itzkowitz and Scott Rothbort are members of the faculty at Seton Hall University.*

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Jasina, J., & Rotthoff, K. W. (2016). The impact of the NHL lockout on county employment. *International Journal of Sport Finance*, 11(2), 114-123.

***Seton Hall University***  
***Economics: Economic Impact***

The National Hockey League (NHL) had a lockout that lasted the entire 2004–2005 season. Because this lockout cancelled the season, it provides a unique opportunity to analyze the economic impact on county employment and payroll in the sectors relevant to the sporting world. We test 3- and 4-digit NAICS codes, including Accommodation, Drinking Places, Restaurants, and Spectator Sports. Using the impact found in a county with an NHL team, relative to trends in the surrounding counties, we find no general impact on employment, but we find a decrease in payroll in some sectors.

*Kurt W. Rotthoff is a member of the faculty at Seton Hall University.*

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Jeffers, A. E., Aquilino, F. J., Naymark, S., & Stojkovic, N. (2016). Impact of corporate inversions. *International Journal of Data Analysis and Information Systems*, 8(1), 19-31.

***Montclair State University***  
***Accounting: Tax Inversions***

In recent years, there has been a proliferation of U.S. corporations changing their legal location to a low or no tax foreign corporation's domicile via a sale, merger or repurchase of shares. As a foreign corporation, the high U.S. tax rate is only applicable to the portion of its income earned in the U.S. However, its non-U.S. source earned income is no longer subject to high U.S. taxes. Hence, in addition to many added benefits, the corporation reduces its U.S. tax obligation but still maintains its material operations in the U.S. These practices are considered to be legal and strategic business practices. Nevertheless, these inversions are seen as contributing to huge lost revenue to the U.S. economy and should be curtailed. This paper discusses economic, political and other considerations related to corporate tax inversion strategies. Several possible solutions to curb these tax avoidance tactics are presented and discussed and could be of significant benefit to legislators, standard setters, researchers as well as a host of other interested parties.

*Agatha E. Jeffers and Frank J. Aquilino are members of the faculty at Montclair State University. Samuel Naymark and Nikolina Stojkovic are recent graduates of Montclair State University.*

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Jeffers, A. E., Romero, S., Lin, B. B., & DeGaetano, L. A. (2016). Ethical implications of sustainability initiatives in corporations. *International Journal of Decision Science*, 7(1), 27-37.

***Montclair State University***  
***Accounting: Ethics***

In response to notable market forces, many companies have implemented sustainability initiatives. Despite the wide use of sustainability initiatives in corporations, there is currently no standardized measurement or reporting framework, authoritative guidance, regulations or rules for sustainability initiatives. Neither is there any regulation for the independent verification of these reports. Hence, corporations can choose to measure and self-report when, how and what sustainability initiatives as well as the results that they want to release to the public. This raises the question regarding ethical issues associated with measuring and reporting sustainability initiatives in corporations. In this paper, we discuss some of the ethical challenges faced when identifying, measuring and reporting sustainable initiatives in corporations.

*Agatha E. Jeffers, Silvia Romero, Beixin (Betsy) Lin, and Laurence A. DeGaetano are members of the faculty at Montclair State University.*

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Karniouchina, E. V., Uslay, C., & Erenburg, G. (2016). The case for product placement. *Rutgers Business Review*, 1(1), 77-83.

***Rutgers University-Newark and New Brunswick  
Marketing: Product Placement***

The authors expand on the managerial implications of research that examines the economic value of product placements in movies over four decades. In an event study, they find a positive but inverted U-shape relationship between cumulative abnormal stock market returns and year of movie release and a similar pattern for tie-in advertising campaigns. Using contemporary and quintessential examples for illustration, they make recommendations to boost placement efficacy and conclude that it is important to recognize the enduring effectiveness of the many forms of product placement (e.g., alternative, reverse, category, destination) across multiple platforms in a changing marketing landscape.

*Can Uslay is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Kisling-Rundgren, A., Paul, D. P., III, & Coustasse, A. (2016). Costs, staffing and services of assisted living in the United States: A literature review. *The Healthcare Manager*, 35(2), 156-163.

***Monmouth University***  
***Management: Assisted Living Facilities***

Assisted-living facilities (ALFs), which provide a community for residents requiring assistance throughout their day, are an important part of the long-term-care system in the United States. The costs of ALFs are paid either out of pocket, by Medicaid, or by long-term-care insurance. Monthly costs of ALFs have increased over the past 5 years on an average of 4.1%. This manuscript examines the trends believed to affect ALFs in the United States to determine the impact of health care on costs. Factors reviewed include Medicare, Medicaid, long-term care insurance, staffing and the continuing impact of aging baby boomers, who are expected to be increasingly “squeezed” financially as they seek care in ALFs.

*David P. Paul, III is a member of the faculty at Monmouth University.*

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Kudyba, S. P. (Ed). (2016). *Healthcare informatics: Improving efficiency through technology, analytics, and management*. Boca Raton, FL: CRC Press/Taylor & Francis Group.

***New Jersey Institute of Technology  
Decision Sciences: Healthcare Informatics***

This book supplies an understanding of the different types of healthcare service providers, corresponding information technologies, analytic methods, and data issues that play a vital role in transforming the healthcare industry. All of these elements are reshaping the various activities such as workflow and processes of hospitals, healthcare systems, ACOs, and patient analytics, including hot spotting, risk stratification, and treatment effectiveness. A follow-up to *Healthcare Informatics: Improving Efficiency and Productivity*, this latest book includes new content that examines the evolution of Big Data and how it is revolutionizing the healthcare industry. It presents strategies for achieving national goals for the meaningful use of health information technology and includes sound project management principles and case illustrations for technology roll-out, such as Computer Physician Order Entry (CPOE) for optimal utilization. The book describes how to enhance process efficiency by linking technologies, data, and analytics with strategic initiatives to achieve success. It explains how to leverage data resources with analytics to enhance decision support for care providers through in-depth descriptions of the array of analytic methods that are used to create actionable information, including Business Intelligence, Six Sigma, Data, and Text Mining.

*Stephan P. Kudyba is a member of the faculty at New Jersey Institute of Technology.*

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Kwon, H.-B., Lee, J., & Roh, J. J. (2016). Best performance modeling using complementary DEA-ANN approach-Application to Japanese electronics manufacturing firms. *Benchmarking: An International Journal*, 23(3), 704-721.

**Rowan University**

**Decision Sciences: Data Envelopment Analysis**

The purpose of this paper is to design an innovative performance modeling system by jointly using data envelopment analysis (DEA) and artificial neural network (ANN). The hybrid DEA-ANN model integrates performance measurement and prediction frameworks and serves as an adaptive decision support tool in pursuit of best performance benchmarking and stepwise improvement. Advantages of combining DEA and ANN methods into an optimal performance prediction model is explored. DEA is used as a preprocessor to measure relative performance of decision-making units (DMUs) and to generate test inputs for subsequent ANN prediction modules. For this sequential process, Cooper, and Rhodes and Banker, Charnes and Cooper DEA models and back propagation neural network (BPNN) are used. The proposed methodology is empirically supported using longitudinal data of Japanese electronics manufacturing firms. The combined modeling approach proves effective through sequential processes by streamlining DEA analysis and BPNN predictions.

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The DEA model captures notable characteristics and efficiency trends of the Japanese electronics manufacturing industry and extends its utility as a preprocessor to neural network prediction modules. BPNN, in conjunction with DEA, demonstrates promising estimation capability in predicting efficiency scores and best performance benchmarks for DMUs under evaluation. Integration of adaptive prediction capacity into the measurement model is a practical necessity in the benchmarking arena. The proposed framework has the potential to recalibrate benchmarks for firms through longitudinal data analysis. This research paper proposes an innovative approach of performance measurement and prediction in line with superiority-driven best performance modeling. Adaptive prediction capabilities embedded in the proposed model enhances managerial flexibilities in setting performance goals and monitoring progress during pursuit of improvement initiatives. This paper fills the research void through methodological breakthrough and the resulting model can serve as an adaptive decision support system.

*Jooh Lee and James Jungbae Roh are members of the faculty at Rowan University.*

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Lee, K.-H., Saprizza, H., & Wu, Y. (2016). Sovereign debt ratings and stock liquidity around the world. *Journal of Banking & Finance*, (73), 99-112.

***Rutgers University-Newark and New Brunswick  
Finance: Stock Liquidity***

This paper studies the impact of sovereign debt rating changes on liquidity for stocks from 40 countries for the period 1990–2009. We find that sovereign rating changes significantly affect stock liquidity. The impact is stronger for downgrades than for upgrades, and is nonlinear in event size. The loss of investment grade has a particularly strong negative impact on stock liquidity. We also find that some stock characteristics and country legal and macroeconomic environment are important in explaining the differences in the impact of sovereign credit rating changes on stock liquidity across countries.

*Yangru Wu is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Levin, D. Z., Walter, J., Appleyard, M. M., & Cross, R. (2016). Relational enhancement: How the relational dimension of social capital unlocks the value of network-bridging ties. *Group and Organization Management*, 41(4), 415-457.

***Rutgers University-Newark and New Brunswick  
Management: Knowledge Transfer***

What do you do when the kind of work relationship most likely to provide you with new and useful knowledge (i.e., someone who is not connected to the rest of your network) is also the least likely to cooperate with you (after all, you don't know anyone in common) to help you actually learn something new and useful? Previously, the standard, research-based advice for this dilemma has been to change the structure or composition of your network, but this is time consuming and difficult, if not impossible, for individuals to do on their own. In contrast, we provide evidence from two field studies that offer a new, easier approach for getting your work ties to provide both novelty and cooperation: namely, create "bridging" ties (where you do not know people in common, so you can learn something new) but then be sure to build trust with them (so they will be willing to share knowledge and help you). Surprisingly, the needed cooperation for such bridging ties does not require that you and the other person become emotionally close (which can be hard to achieve) nor that you spend a lot of time together (which by definition is time consuming). Rather, we find in Study 2 that the key is a willingness to engage fully in a knowledge exchange, a willingness that derives primarily from perceptions that the other person is trustworthy and will act benevolently toward you. This "relational enhancement" approach is much easier for managers to implement, as it does not require much investment in ongoing maintenance (e.g., building trust does not have to be time consuming), nor does it require any additional actions by third parties.

*Daniel Z. Levin is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Li, E., & Han, M. C. (2016). What makes Chinese college students accept and use mobile education applications? *Business, Management and Economics Research*, 2(5), 96-103.

***Kean University***

***Information Technology: Mobile Education Applications***

In China, a mobile education app is one of the top-three most popular apps, and its market size is continually growing. As the age of the largest group of mobile app users in China is between 26 and 30 years old, college students will become the largest potential group to use mobile education apps in the future. Therefore, understanding the Chinese potential consumers' attitude and behavior intention to use mobile education apps is a good way for marketers to set up competitive strategies during promotions. Based on the TAM model, this study used perceived usefulness, perceived ease of use, and perceived enjoyment to measure students' attitude and behavior intention to use mobile education apps in China. Based on the research of 125 Chinese students, the result indicated that perceived usefulness and perceived enjoyment were positively influencing users' attitude and intention to use mobile education apps. However, the perceived ease of use didn't affect participants' behavior intention to use education apps. It confirms that the perceptions of usefulness and enjoyment are indicators of attitude and intention to use mobile education apps among Chinese college students. Moreover, the perceived ease of use has a positive impact on the Chinese college students' attitude toward education apps but not the individual intention to use the apps. Therefore, in order to target Chinese college students, marketers can focus on the usefulness and enjoyment of using education apps.

*Min Chung Han is a member of the faculty at Kean University.*

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Liou, R.-S., Chao, M. C-H., & Yang, M. (2016). Emerging economies and institutional quality: Assessing the differential effects of institutional distances on ownership strategy. *Journal of World Business*, 51(4), 600-611.

***William Paterson University***  
***Management: Ownership Strategy***

The current study contributes to the institution-based view of internationalization that is contingent upon the home country development. We examine the differential effects of formal and informal institutions on emerging market multinational corporations' (EMNCs) ownership strategies. Facing a large informal institutional distance that represents diverse cultural beliefs, EMNCs opt for a low ownership position that alleviates legitimacy threat, whereas a large formal institutional distance leads EMNCs to establish dominant ownership control. EMNC home market conditions, including market size and regulatory institutional quality, further explain the differential effects of institutional distances.

*Mike Chen-Ho Chao is a member of the faculty at William Paterson University.*

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Lohrey, P. L. (2016). Contemporary research in valuation and forensic accounting. (Academic Review) *The Value Examiner*, (May/June), 30-33.

***Montclair State University***  
***Accounting: Forensic Accounting***

Summaries of contemporary research in valuation and forensic accounting selected from numerous academic research outlets that illustrate the core of this novel research while increasing awareness among the community of the subject matter.

*Peter L. Lohrey is a member of the faculty at Montclair State University.*

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Lohrey, P. L. (2016). Contemporary research in valuation and forensic accounting. (Academic Review) *The Value Examiner*, (March/April), 32-33 & 37.

***Montclair State University***  
***Accounting: Forensic Accounting***

Summaries of contemporary research in valuation and forensic accounting selected from numerous academic research outlets that illustrate the core of this novel research while increasing awareness among the community of the subject matter.

*Peter L. Lohrey is a member of the faculty at Montclair State University.*

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Longo, J. (2016). *The art of investing: Lessons from history's greatest traders*. Chantilly, VA: Great Courses.

***Rutgers University-Newark and New Brunswick  
Finance: Investing***

Great investors like Warren Buffett and Ray Dalio will tell you they're no geniuses; they're simply observant, open-minded, and industrious. Using these key traits, the world's most outstanding traders have employed a remarkable mix of strategies to build huge fortunes. Their careers are a how-to manual for anyone who wants to succeed at investing, no matter what the size of their stake. The lives of rich and famous investors are gripping tales of opportunities seized and squandered; of billions won and lost, and won again. And these life stories are also an eye-opening education in the workings of financial markets. *The Art of Investing: Lessons from History's Greatest Traders* profiles over 30 men and women at the pinnacle of the investing field, including Warren Buffett, Ray Dalio, John Bogle, Peter Lynch, George Soros, T. Rowe Price, Jr., Linda Bradford Raschke, David Dreman, Michael Burry, and others involved in such ventures as value stocks, growth stocks, mutual funds, index funds, hedge funds, commodity futures, private equity, sovereign wealth, distressed assets, and more. Each lecture covers one of these approaches, together with traders who have made it pay handsomely - along with insights on how they did it. An award-winning teacher and the portfolio manager for a \$2.5-billion investment firm, Professor John Longo of Rutgers Business School tells these intriguing life stories with an insider's grasp of the financial details. Included in these 24 half-hour lectures are tips on the most common mistakes made by investors, scores of pithy sayings that synthesize the hard-won wisdom of veteran traders, and, in the final lecture, an investment checklist that lets you narrow down your own best approach to building personal wealth.

*John Longo is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Malhotra, N. K., Uslay, C., & Bayraktar, A. (2016). *Relationship marketing re-imagined: Marketing's inevitable shift from exchanges to value co-creating relationships*. New York, NY: Business Expert Press.

***Rutgers University-Newark and New Brunswick  
Marketing: Value Creation***

Marketing is arguably amidst a paradigm shift. Marketing orientation is shifting away from creating exchanges (sales) to creating value (satisfaction) and relationships (co-creating value). Ultimately, the main objective of all marketing activities is value creation. In the vast majority of cases, value is co-created by several agents, especially the marketers and customers. From a value co-creation perspective, a single transaction can blossom to a process in which the customer and the marketer collaborate (rather than negotiate) for best total value through products, features, delivery terms, maintenance, and financing options for both B2B as well as B2C markets. Marketers increasingly need to develop and maintain long-term, win-win relationships with customers, distributors, dealers, suppliers, competitors and other external influencers such as governments, media, non-profit organizations, and pressure groups. In this book, we advocate an approach for managing customer relationships based on the use of the Customer Lifetime Value (CLV) metric. Our premise is that measuring and maximizing CLV, benefits not only marketers but also the customers in measurable and concrete ways. However, in order to fully unlock the potential of the CLV metrics, it is instructive to be exposed to the history and conceptualization of Relationship Marketing, its three main types: B2B, B2C, and internal, and the nature of loyalty and rewards programs. We conclude with a discussion of the future of relationship marketing and the frontiers of value co-creation. Cases that illustrate the essence of that chapter along with key points to ponder and take-aways are presented in each chapter.

*Can Uslay is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Mamonov, S., & Koufaris, M. (2016). The impact of exposure to news about electronic government surveillance on concerns about government intrusion, privacy self-efficacy, and privacy protective behavior. *Journal of Information Privacy and Security*, 12(2), 56-67.

***Montclair State University***  
***Information Technology: Government Surveillance***

Government electronic surveillance programs are an active topic in public debates, yet little is known about how awareness of government electronic surveillance programs affects technology users' concerns, beliefs, and behaviors. This study examined the impact of exposure to news stories about government surveillance on users' concerns about government intrusion, their privacy self-efficacy, and the strength of passwords they use to protect information. Findings were that the exposure to news about government surveillance increases the level of concerns about government intrusion and has a negative impact on privacy self-efficacy. Further, contrary to expectations, this exposure also leads to weaker passwords used to protect information. Possible explanations and implications of the findings are discussed.

*Stanislav Mamonov is a member of the faculty at Montclair State University.*

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Mamonov, S., Koufaris, M., & Benbunan-Fich, R. (2016). The role of the sense of community in the sustainability of social networks sites. *International Journal of Electronic Commerce*, 20(4), 470-498.

***Montclair State University***

***Information Technology: Social Network Sites***

The evolution of information technologies enables new forms of communication and facilitates the emergence of different types of virtual communities, such as social networks. While some social network services have succeeded, others have failed. Understanding the factors that affect the sustainability of social network sites is important for both research and practice. We draw on the sense of community theory to develop a nomological framework of antecedents and consequences associated with sense of community in social network sites. We evaluate the framework with a survey of 506 Facebook users. We find that sense of community has a strong effect on information consumption and contribution, as well as exit intentions among social network site users, thus highlighting the important role of sense of community in the sustainability of social network sites. We also find that both system-related (sense of place associated with the social networking site) and social (social interaction) factors contribute to the development of sense of community. The nomological framework developed in the current study provides a theoretical foundation that could be adapted to study other factors that influence the development of sense of community across different virtual community contexts.

*Stanislav Mamonov is a member of the faculty at Montclair State University.*

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Martirano, M. M. (2016). Transcendental phenomenology: Overlooked methodology for marketing research. *International Journal of Marketing Studies*, 8(3), 58-64.

***New Jersey City University***

***Marketing: Transcendental Phenomenology***

When marketing researchers select their methodology, two main choices are open to them: qualitative and quantitative. Quantitative has long been associated with scientific, empirical research based on statistics and numerical comparisons, considered by some marketing analysts to be objective and empirical. Qualitative methods are favored for “soft” social science and humanities research as a means to explore human opinions and perceptions through first-hand experience. Thus there has been a longstanding problem of pursuing qualitative research that is considered as free from bias and accurate as its quantitative counterpart. One philosopher who set out to imbue qualitative methodology with the same credibility given quantitative was Edmund Husserl, an early 1900s German philosopher. He developed transcendental phenomenology as a methodology that could explore experiences with the same objectivity as quantitative styles via surpassing the preconceptions of the researcher through use of a primordial fugue state called epoché. Although researcher would use qualitative tools such as interviews and questionnaires, inquiries would be formulated and analyzed free from preconceptions and bias, processed via bracketing of the most common responses. Husserl’s writings were hard to decipher and not as readily adapted to research as other qualitative methods, including hermeneutic phenomenology, which includes researcher input. Nevertheless, if used properly, even for such unlikely-seeming research projects as those dealing with marketing, transcendental phenomenology can produce valid and reliable results yielding valuable information for philosophical purists capable of rigor and discipline.

*Melissa M. Martirano is a member of the faculty at New Jersey City University.*

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McGregor, S. (2016). Costs for decision making: An instructional case of relevant costs and differential analysis of cost reduction alternatives. *IMA Educational Case Journal*, 9(3), Article 3.

***Fairleigh Dickinson University***  
***Pedagogy: Relevant Costs***

Textbook questions and cases often ask students to use differential analysis to evaluate one independent cost reduction action. But businesses often have multiple cost reduction alternatives to evaluate simultaneously. Furthermore, companies may consider these options independently or through combinations of alternatives. The case is based on an actual project to evaluate alternative cost reduction actions at a large insurance company. For educational purposes, the scope of the project has been significantly reduced to one function, the accounting department, to provide students with a realistic situation in a manageable format. Students are presented with three alternative cost reduction approaches and must identify the relevant costs and calculate the estimated potential impacts of each alternative. The cost reduction actions evaluated are outsourcing (“offshoring”), greater automation, and an office relocation. Additionally, the students must identify the risks and other nonfinancial considerations associated with the potential cost reduction actions and make a recommendation.

*Scott McGregor is a member of the faculty at Fairleigh Dickinson University.*

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McHugh, S. (2016). An evaluation of experientially educated business college graduates. *International Journal of Business Management & Research*, 6(5), (September/October).

***Centenary University***  
***Pedagogy: Experiential Learning***

Practitioners seek college graduates that are qualified to enter an organization and quickly become productive employees (Pfau & Kay, 2002). Consequently, the educational process used by business colleges offers benefits and challenges for practitioners in relation to learner preparation. This study investigates the effectiveness of the experiential learning method in preparing job candidates when used by business colleges. The significance of this study offers a bridge between business program instructional methods and organizational personnel requirements. The respondents of this study include college recruiters located throughout the United States. These recruiters interface with personnel in the role of assessing particular academic programs and job candidates. The study's data collection is administered using a mailed survey targeting a systematic sample drawn from a population of approximately 6,500 college recruiters. The research analyzes this practitioner group's assessment of job candidate preparedness in relation to the candidate's academically developed experiences including participation in experiential learning environments. The results of this study document the practitioner support relating to experiential learning methodology. This support aligns with the benefits offered by educational methods that involve real world activities. Properly designing and implementing a highly focused experiential learning business program can aid an educational institution's ability to meet their mission of successful student preparation, while developing practitioner interest in the school's graduates. A clear recommendation is made for the deliberate design of business programs that embrace experiential learning methodology as a curriculum focal point.

*Steven McHugh is a member of the faculty at Centenary University.*

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McMullen, D. A., Sanchez, M. H., & O'Reilly-Allen, M. (2016). Target security: A case study of how hackers hit the jackpot at the expense of customers. *Review of Business & Finance Studies*, 7(2), 41-50.

***Rider University***

***Pedagogy: Security Breach***

For most people, the word cybercrime invokes getting individuals' personal information through Internet hacking. For this reason, many people are wary about making online purchases, concerned about the security of their personal data and the rise in identity theft. However, the recent breach of security at Target, when customers made in-store holiday purchases, indicates the pervasiveness of this terrible crime. In late December 2013, Target announced that hackers, through point of sale terminals in stores, had successfully stolen data for up to 40 million credit and debit cardholders. Target later revised the estimate to 110 million cardholders, citing that the breach included encrypted pin information as well as purchases made more than a decade ago. This case allows students to analyze the Target security breach and propose ways that the attack could have been prevented or at least detected more quickly by Target management, internal and external auditors. This case is suitable for an undergraduate class or a graduate business class.

*Dorothy A. McMullen, Maria H. Sanchez, and Margaret O'Reilly-Allen are members of the faculty at Rider University.*

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McSherry, B., & Wilson, B. K. (2016). Deflation and reflation: The pre-WW I impact on NYSE trading volumes and seat prices. *Journal of Economics and Public Finance*, 2(1), 106-131.

***New Jersey City University***  
***Finance: Deflation and Reflation***

The study analyzes a unique time period of sustained deflation from 1867 to 1896, followed by sustained reflation after 1896. We use these periods to test two hypotheses concerning the impact on NYSE trading volumes and seat prices. The first is the “liquidity-trading” hypothesis, which hypothesizes that liquidity trading, a component of total trading volume, is positively correlated with interest rates. The second is the price-volume relationship, which hypothesizes a positive relationship between stock prices returns and changes in trading volume. These hypotheses suggest that NYSE trading volume should fall (rise) with falling (rising) stock prices and interest rates. We find strong support for both hypotheses, and additionally show that the impact of stock market prices on trading volumes is highly asymmetrical. As well, the study argues and finds evidence that the high level of systematic risk found in the pricing of NYSE seats is another reflection of the price-volume relationship. Therefore, the study finds strong evidence of a link between deflation, reflation and market liquidity as reflected in trading volumes and the pricing of NYSE seats.

*Bernard McSherry is a member of the faculty at New Jersey City University.*

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Meric, G., Haksever, C., Procaccino, J. D., & Meric, I. (2016). A comparison of the financial characteristics of NAFTA and Latin American manufacturing firms. *Emerging Markets Journal*, 6(2), 22-29.

***Rowan University and Rider University  
Finance: Financial Ratios***

Comparing the financial characteristics of firms in different countries and different regions has been a popular research topic in finance. However, NAFTA and Latin American manufacturing firms have never been compared. In this paper, we undertake such a study with the MANOVA (Multivariate Analysis of Variance) method and with data drawn from the Research Insight/Global Vintage database in October 2015. Our findings indicate that NAFTA manufacturing firms have less liquidity risk, but more financial risk, compared with Latin American Manufacturing firms. NAFTA manufacturing firms have significantly higher returns on equity due to achieving higher returns on assets and using more financial leverage. Latin American manufacturing firms have more efficient inventory management. However, NAFTA manufacturing firms have more efficient accounts receivable management and total assets management.

*Gulser Meric is a member of the faculty at Rowan University. Cengiz Haksever, J. Drew Procaccino, and Ilhan Meric are members of the faculty at Rider University.*

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Meric, G., Taga, L., Kim, J., & Meric, I. (2016). Co-movements of Latin American equity markets with the world's other equity markets: Global portfolio diversification implications. *Journal of Accounting and Finance*, 16(4), 126-135.

***Rowan University and Rider University  
Finance: Latin American Equity Markets***

In this paper, we use the Principal Components Analysis (PCA) multivariate statistical technique to study the global portfolio diversification implications of the co-movements of six Latin American equity markets with the world's other equity markets with data for the January 1, 2003-January 1, 2014 period. Earlier studies find low correlation between Latin American equity markets and the world's other equity markets. Our empirical findings in this paper indicate that the correlation of Latin American equity markets with the world's other equity market increased considerably. However, our PCA results indicate that global excellent portfolio diversification opportunities with Latin American equity markets still exist.

*Gulser Meric is a member of the faculty at Rowan University. Leonore Taga, Joe Kim, and Ilhan Meric are members of the faculty at Rider University.*

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Meric, I., Ding, J., & Meric, G. (2016). Global portfolio diversification with emerging stock markets. *Emerging Markets Journal*, 6(1), 1-62.

***Rider University and Rowan University  
Finance: Global Portfolio Diversification***

Because of their low correlation with each other and with developed stock markets, emerging stock markets are generally mentioned as attractive portfolio diversification prospects for global investors. In this paper, we use the Principal Components Analysis (PCA) method to study the global portfolio diversification opportunities for the investors of seven developed stock markets in twenty emerging stock markets with data for the January 1, 2003-January 1, 2014 period.

*Ilhan Meric and Jie Ding are members of the faculty at Rider University. Gulser Meric is a member of the faculty at Rowan University.*

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Michels, K. H. (2016). *New Jersey attorney ethics-The law of New Jersey lawyering*. Newark NJ: Gann Law Books.

***The College of New Jersey  
Legal Studies: Attorney Ethics***

A comprehensive treatise on the law of lawyering in New Jersey, which has been cited in the published opinions of state and federal courts in New Jersey.

*Kevin H. Michels is a member of the faculty at The College of New Jersey.*

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Miranti, P. J., Chandar, N., & Collier, D. M. (2016). *Years of transition: The American Accounting Association, 1991-2016*. Lakewood Ranch, Fl: The American Accounting Association.

***Rutgers University-Newark and New Brunswick, Rider University, and  
Fairleigh Dickinson University  
Accounting: American Accounting Association History***

This monograph follows in the path of the prior histories of the AAA written by Professor Stephen A. Zeff (the AAA's first 50 years) and Professor Dale L. Flesher (the AAA's third quarter century). Professors Miranti, Chandar, and Collier have now produced a history of the AAA's fourth quarter century. It is intentionally written so that the broad scope of potential readers, some of who may not yet have read the prior AAA histories, can find this monograph and the period it portrays to be highly accessible. To that end, the authors have not only tailored the monograph structure and style accordingly, but have also in many instances commenced their thematic accounts with summary pen sketches of the momentum from the preceding years. This history has been very deliberately and carefully constructed. From a historiographic perspective, it focuses upon major themes that have emerged in the past 25 years of the AAA, the chapters being built to reflect those key themes. Within this thematic structure, attention has also been paid to representing major events and developments across a timeline within each theme. Furthermore, this presents a contextualized history of the AAA, with close attention being paid to the AAA's interactions with its institutional, economic, educational, technical, professional, regulatory, and social environment. Indeed, this renders the monograph as a valuable future resource not only for readers wishing to understand the history of the AAA, but also for those who wish to access some of the major movements in accounting education, research, practice, and regulation that took place over the past quarter century.

*Paul J. Miranti is a member of the faculty at Rutgers University-Newark and New Brunswick. Nandini Chandar is a member of the faculty at Rider University. Deirdre M. Collier is a member of the faculty at Fairleigh Dickinson University.*

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Moffitt, A., & Uslay, C. (2016). Periscope's dawn: Up or down? *Rutgers Business Review*, 1(1), 123-139.

***Rutgers University-Newark and New Brunswick  
Marketing: Periscope***

Fledgling social media platform Periscope has become a worldwide phenomenon thanks to the acquisition and global support by Twitter in 2015. Yet in 2016, its founders find themselves at the usual crossroads between monetization vs. growth, and Twitter itself is under pressure for monetization. Meanwhile, competitors such as Meerkat and Facebook Livestream are gaining ground. Should Periscope dance with the enemy and integrate its service with Facebook to boost user growth? What are the best alternatives to market Periscope, and what are the possible uses of Periscope for marketing? These are only the beginning questions that need to be answered.

*Ashley Moffitt is a student at Rutgers University-Newark and New Brunswick. Can Uslay is a member of the faculty at Rutgers University-Newark and New Jersey.*

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Mozes, H. A., & Rozen, H. (2016). Calculating earnings growth rates for indexes that include unprofitable companies. *The Journal of Investing*, 25(1), 16-24.

***Fairleigh Dickinson University***

***Finance: Strategy and Firm Performance***

This article provides empirical evidence that the expected earnings growth rate used to value an index is the expected earnings growth rate of the index composed only of companies with positive earnings. In addition, this article provides evidence that the market multiple on an index's aggregate earnings is an increasing function of the losses reported by the unprofitable companies in the index. The difference between conventionally calculated earnings growth rate forecasts and our computation of earnings growth forecasts is greatest in times of economic weakness, when the conventional approach results in earnings growth forecasts that are significantly higher than warranted. Likewise, the magnitude of reported losses is typically higher at market troughs, so market multiples should also be higher at market troughs. Therefore, before one infers that an index is too expensive or has a very strong earnings growth profile, one needs to adjust index earnings and earnings growth rates for the companies with losses.

*Hannah Rozen is a member of the faculty at Fairleigh Dickinson University.*

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Nair, A., Ataseven, C., Habermann, M., & Dreyfus, D. (2016). Toward a continuum of measurement scales in Just-in-Time (JIT) research-an examination of the predictive validity of single-item and multiple-item measures. *Operations Management Research*, 9(1-2), 35-48.

***Rutgers University-Newark and New Brunswick  
Decision Sciences: Just-in-Time Research***

We compare the predictive validity of single-item and multiple-item measures utilized in Just-in-Time (JIT) research. The study examines if single-item measures could be used for some of the JIT practices, especially if the object of inquiry is concrete singular and if the attribute to be researched is concrete. Arguments are developed for the concrete nature of the JIT practice of “set-up time reduction” and we examine the ability of a single-item measure of this variable to predict the criterion variable (delivery performance). In addition, the study also examines the efficacy of using multiple-item measures for variables that are abstract in nature, and there by attempts to develop a continuum of JIT constructs ranging from concrete to abstract. The results obtained by analyzing two sets of survey data show that multiple-item measures are not necessarily more valid than single-item measures for all constructs. The findings provide evidence that multiple-item measures and single-item measures for scale development should be contingent upon the nature of constructs. For concrete constructs, single-item measures are as valid as multi-item measures. Meanwhile, for abstract constructs it is important to ensure that multiple items are considered to capture the multi-dimensional nature of these constructs. Results also reveal that JIT practices display significant differences in terms of abstract/concrete perceptions. The paper presents theoretical and practical implications of the findings, and offers directions for future research.

*David Dreyfus is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Narasimhan, R., & Chung, S. (2016). Is it time for an emission accounting standard in the U.S.? *International Research Journal of Global Business Development*, 5(1), 34-38.

***Montclair State University and Rowan University  
Accounting: Emission Accounting Standard***

Around the world accounting for emissions is usually done using a “cap and trade” program which allows for companies to apply for emission allowances from governments and trade any excess allowances they do not use. In the U.S., Congress had introduced a bill on a similar program for U.S. companies but the bill was scrapped in 2010. The FASB and IASB worked on a joint project to account for emissions with the proposed standard scheduled for in 2012. However the project was abandoned close to that time. In this paper we examine the different treatments that are available and the alternatives that might work in the U.S. at the present time.

*Ramesh Narasimhan is a member of the faculty at Montclair State University. Shifei Chung is a member of the faculty at Rowan University.*

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Nersesian R. L. (2016). *Energy economics-Markets, history and policy*. New York, NY: Routledge.

***Monmouth University***

***Pedagogy: Energy Economics***

Three quarters of our current electricity usage and transport methods are derived from fossil fuels and yet within two centuries these resources will dry up. *Energy Economics* covers the role of each fossil and renewable energy source in today's world, providing the information and tools that will enable students to understand the finite nature of fossil fuels and the alternative solutions that are available. This textbook provides detailed examinations of key energy sources – both fossil fuels and renewables including oil, coal, solar, and wind power – and summarises how the current economics of energy evolved. Subsequent chapters explore issues around policy, technology and the possible future for each type of energy. In addition to this, readers are introduced to controversial topics including fracking and global warming in dedicated chapters on climate change and sustainability. Each chapter concludes with a series of tasks, providing example problems and projects in order to further explore the proposed issues. An accompanying companion website contains extensive additional material on the history of the major types of fuel as well as technical material relating to oil exploration, the development of solar power and historical environmental legislation. This textbook is an essential text for those who study energy economics, resource economics or energy policy.

*Roy L. Nersesian is a member of the faculty at Monmouth University.*

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Okpokwasili, B. C. I. (2016). Institutions and development: Are some more critical than others? A panel study of 50 countries from 2002 to 2011. *International Journal of Business and Social Research*, 6(8), 43-60.

***Georgian Court University***  
***Economics: Economic Development***

Strong institutions are often viewed as part answers to Africa's development dilemma. But given the resource constraints of many African countries, one would need to be selective as to which institution or institutions to commit scarce resources. An attempt to strengthen all institutions at the same time could be rather daunting. And many questions would still remain. First, what is the relative importance of one institution to another? Second, whether all institutions exert equal impact on comprehensive development as they do on economic growth. This paper on Institutions and Development, first published in 2007 tries to answer these questions. It has been modified (in the 2016 version) for three reasons- 1, to bring the data up to date, 2, to use a different and possibly more accurate econometric model (fixed effect) for the analysis and 3, to assess if the same institutions still remain more critical than others, as observed in 2007. Even though the rule of law institution would seem, in this revised version, to have slightly better impact on GDP/Capita, government effectiveness is still dominant in both non-differenced and differenced models, especially when comprehensive development is considered.

*Bertram C. I. Okpokwasili is a member of the faculty at Georgian Court University.*

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Okpokwasili, B. C. I. (2016). Income inequality: Impact of inequality measures on crimes-An analysis of the state of New Jersey. *International Journal of Business and Social Research*, 6(4), 12-27.

***Georgian Court University***  
***Economics: Inequality Measures***

This paper used time-series data for the 50 year period of 1964 to 2014 to investigate the relationship between income inequalities and crimes in the state of New Jersey. It found that income inequality had a significant relationship to all four types of crime measured – murder, forcible rape, aggravated assault and property crimes. Statistical significance would seem to depend on the model and inequality measure used. A log-log relationship existed between inequalities and all the crimes. Different inequality measures enabled different measures of significance. It also found that it was possible to come to different conclusions with respect to the relationships by using different inequality measures- the Gini and the 20/20 measures in our case.

*Bertram C. I. Okpokwasili is a member of the faculty at Georgian Court University.*

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Onel, N. (2016). Pro-environmental purchasing behavior of consumers: The role of norms. *Social Marketing Quarterly*, 1-19.

***Stockton University***

***Marketing: Subjective and Personal Norms***

The ultimate goal of this study is to understand the psychosocial factors, particularly norms, which influence consumers' pro-environmental purchasing behaviors and provide managerial implications and relevant suggestions for marketing strategies. More particularly, this study aims to examine the value of personal norms in addition to the theory of planned behavior (TPB) variables (i.e., attitude toward behavior, subjective norm, perceived behavioral control, and behavioral intention) in explaining consumers' pro-environmental purchasing behavior. The hypotheses and model were formulated and tested with structural equation modeling using the data from 281 U.S. consumers. Model fit statistics indicate a good fit of empirical data and model structure for pro-environmental purchasing behavior. The findings suggest that while personal and subjective norms, attitudes toward behavior, and intention explain consumers' pro-environmental purchasing behavior, perceived behavioral control does not have any power in explaining behavior-related intention. Policy makers and marketing professionals are advised to adopt various social and sustainability marketing strategies that focus on communicating different normative aspects of purchasing decisions to promote pro-environmental consumer behaviors. According to the results, practitioners can focus on promoting consumers' intentions to purchase environmentally friendly options by activating their personal and subjective norms, as well as strengthening their attitudes regarding eco-friendly purchases. The results imply that activating personal norms to act eco-friendly, rather than influencing control over perceived behaviors, can be especially crucial in promoting these types of behaviors.

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In order to activate individuals' personal norms, marketing professionals can focus on communicating different consequences of certain purchasing behaviors. This way, consumers would be aware of the direct environment-related results of their actions, which would help them make decisions based on their increased perception of self-responsibility and activated personal norms. Developing strategies to inform individuals about environmental issues, in addition to direct (or indirect) detrimental impacts that their actions may have on environmental well-being, are also important for engaging consumers' eco-friendly behaviors. For this, providing tailored information could be particularly indispensable since it is potentially more successful than large-scale mass media campaigns in promoting environmentally friendly behaviors. To reach the public, social marketers can design and implement regional or community-based environmental educational campaigns in order to increase the environmental awareness and knowledge that needs to be promoted to induce changes in individual behavior through increased ascription of self-responsibility. The normative concerns covered in the environmental behavior studies are mostly limited to "subjective norms" as represented in the TPB, which has been widely adopted in the behavioral studies. By extending the TPB with "personal norms," this study contributes to the better explanation of environmentally relevant purchase behaviors of consumers.

*Naz Onel is a member of the faculty at Stockton University.*

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Onel, N., & Mukherjee, A. (2016). Consumer knowledge in pro-environmental behavior: An exploration of its antecedents and consequences. *World Journal of Science, Technology and Sustainable Development*, 13(4), 328-352.

***Stockton University***

***Marketing: Environmental Knowledge***

Consumer behavior studies suggest that knowledge, in addition to other psychological and social factors, can play an important role in consumers' environmental behavior change. The purpose of this paper is to understand the relationship between knowledge and various psychological factors which encourage consumers' participation in pro-environmental behaviors. The relationships that link an individual's attitudes toward science, environmental values, different types of knowledge (i.e. scientific facts, environmental facts, and subjective environmental knowledge), environmental risk perception, and willingness to pay (WTP) for the environment with pro-environmental behavior were examined. Theoretically guided hypotheses and model were formulated and tested with multiple linear regression models. The study was based on measures and data obtained from the large-sample secondary database of the 2010 General Social Survey (n=2044). Results indicated that while attitudes toward science had direct effects on knowledge of scientific facts and knowledge of environmental facts, environmental values showed effects on knowledge of environmental facts and subjective knowledge on environmental issues. The results also indicated that from different types of knowledge, subjective knowledge on environmental issues had effects on both environmental risk perception and WTP for the environment. Knowledge on environmental facts, on the other hand, was able to predict only environmental risk perception.

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The scientific factual knowledge did not show an effect on mediator of pro-environmental behavior. Also, subjective knowledge indicated indirect effects on pro-environmental behavior through environmental risk perception and WTP for the environment. The importance of environmental values, environmental knowledge (subjective and objective/factual), environmental risk perception, and WTP for the environment, found in this study has notable managerial implications. Although research on understanding factors influencing pro-environmental behaviors and potential relations to individual knowledge has grown in recent years, there has been very little attempt at distinguishing between different types of knowledge and investigating their potential roles in the context of environmentally relevant behaviors. This study will help understand the functioning of different types of consumer environmental knowledge and their impacts on pro-environmental behaviors more in depth.

*Naz Onel is a member of the faculty at Stockton University.*

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Orenstein, P., Ladik, D., & Rainford, S. (2016). What are the key drivers of future supply chains? *Journal of Accounting, Business and Management*, 23(1), 31-40.

***Seton Hall University***  
***Decision Sciences: Supply Chain***

While there are many factors that can influence the direction of supply chains, we believe that there are a distinct set of emerging trends that stand to define the field and the study over the next several years. These are (a) Big Data giving way to Fast Data (b) The Advent of the Social Supply Chain Era and (c) the rise of the Knowledge Workers. This paper discusses how these three broad areas are transforming the future of supply chain management both from an individual perspective, as well as, using an interrelated approach.

*Penina Orenstein and Daniel Ladik are members of the faculty at Seton Hall University. Sean Rainford is a graduate of Seton Hall University.*

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Orenstein, P., Townsend, R., Mamanta, K., & Shirer, S. (2016). Bed-net subsidization and the value of NGO-village partnerships in development initiatives. *International Journal of Operations and Quantitative Management*, 22(4), 101-114.

***Seton Hall University***  
***Decision Sciences: Game Theory***

This paper will illustrate the strategic elements of development initiatives that involve providing life-saving bed nets to villages in Kenya, and can be extended to applications for villages in other developing countries. Based off of a case study by Jessica Cohen and Pascaline Dupas for an NGO called TAMTAM, this game experiment will show that partnerships are essential to ensuring the success of such initiatives, by steering the participants toward the best Nash Equilibrium.

*Penina Orenstein is a member of the faculty at Seton Hall University. Rebecca Townsend, Kristine Mamanta, and Sara Shirer are graduates of Seton Hall University.*

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O'Sullivan-Gavin, S. A., & Amazeen, M. A. (2016). The advertising industry in the social media age: The ethical and legal implications of unsanctioned rogue or 'scam ads'. *Journal of Law, Business and Ethics*, 22, 9-25.

***Rider University***  
***Legal Studies: Rogue Ads***

The rise of social media and the impact of the digital evolution on business are attracting global attention to a previously little known practice in advertising: rogue or "scam" ads. Rogue ads are typically unapproved, limited placement, or limited run ads. The majority of rogue ads are highly offensive, culturally insensitive, discriminatory and/or inflammatory. Advertising professionals create rogue ads after misappropriating client brands and intellectual property, in hope of individual recognition at industry award competitions. Several U.S. companies, including Hanesbrands, Inc., Unilever and Yum Brands' Pizza Hut, have been "victims" of rogue ads. The 2013 Ford Figo ad scandal, and the increase in award competitions for rogue ads, such as the Chip Shop Awards, signals a continued industry acceptance of the practice of rogue ad creation. This paper examines different types of rogue ads, focusing on recent examples of unapproved ads. Current conflicting industry attitudes reveal an ethical divide in the industry: some advertising professionals condone the practice as harmless or "proactive" creativity, while others condemn the practice as damaging to the industry, agencies, award organizations and clients. Legal, ethical, and social issues raised relative to contracts, intellectual property, industry self-regulation, misappropriation/theft, and reputation damages and corporate social responsibility are identified and discussed. Recommendations include calls for industry associations and agencies to condemn rogue ads by updating principles/standards of practice; for award organizations to strengthen submission policies; for ad agencies to strengthen corporate governance procedures with "top down" policies of zero-tolerance for rogue ads and rogue creatives; and reminders for client companies to strengthen contracts in order to protect their interests.

*Susan A. O'Sullivan-Gavin and Michelle A. Amazeen are members of the faculty at Rider University.*

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Park, Y. S., Al-Qublan, H., Lee, E., & Egilmez, G. (2016). Interactive spatiotemporal analysis of oil spills using comap in North Dakota. *Informatics*, 3(2), 1-10.

***New Jersey City University***

***Decision Sciences: Spatiotemporal Analysis***

The aim of the study is to analyze the oil spill pattern from various types of incidents and contaminants to determine the extent that incident data can be used as a baseline to prevent hazardous material releases and improve response activities at a state level. This study addresses the importance of collecting and sharing oil spill incidents as well as analytics using the data. Temporal, spatial and spatiotemporal analysis techniques are employed for the oil-spill related environmental incidents observed in the state of North Dakota, from 2000 to 2014, as a result of the oil boom. Specifically, spatiotemporal methods are used to examine how the patterns of environmental incidents in North Dakota, which vary with the time of day, the day, the month, and the season. Results indicate that there were critical spatial and time variations in the distribution of environmental incidents. Application of spatiotemporal interaction visualization techniques, called comap has the potential to help planners and decision makers formulate policy to mitigate the risks associated with environmental incidents, improve safety, and allocate resources.

*EunSu Lee is a member of the faculty at New Jersey City University.*

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Pati, N., & Lee, J. (2016). Benchmarking presidents' compensations in institutions of higher education relative to sustainability and other institutional practices. *Benchmarking: An International Journal*, 23(6), 1500-1521.

***Rowan University***

***Management: Economic Sustainability***

The purpose of this paper is to investigate the strategic effects of academic institutional factors including environmental, social, and economic sustainability indices on the compensation of the president of an institution of higher education (IHE). The objective is to build relationships among variables to benchmark compensation measures for IHE presidents across U.S. universities to proliferate sustainability initiatives. Some of the variables of the study were environmental sustainability, social sustainability, cost efficiency as a measure of economic sustainability, tenure, institutional control of the university such as public or private fundraising reputation, endowment and professor's salary. In total, 236 universities have been included in the study. The data for various dependent variables were studied to see the relationship between the independent and select dependent variables. The OLS regression approach was used to ascertain the relationships between the president's salary, and a selected set of independent variables that includes the measures of sustainability. The key findings of this study is that variables such as environmental sustainability, tenure, classification, endowment, and professor salary were significantly and positively associated with the IHE president's salary. The current study is limited to the IHEs within the USA. Thus, the study cannot be generalized or extrapolated to other countries or contexts or cultures. The results of the study show that the trustees rarely use proliferation of sustainability as a criterion to compensate IHE presidents. The study concludes with the plea to trustees to benchmark sustainability across IHEs in evaluating and compensating IHE presidents. This paper extends the compensation study of IHE presidents to include environment, social, and economic dimensions of sustainability. These variables are important in this age where IHEs have been challenged to do more to make our planet sustainable.

*Niranjan Pati and Jooh Lee are members of the faculty at Rowan University.*

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Paul, D. P., III, & Skiba, M. (2016). Concierge medicine: A viable business model for (some) physicians of the future? *The Healthcare Manager*, 35(1), 3-8.

***Monmouth University***

***Management: Concierge Medicine***

Concierge medicine is a medical management structure in which a health care practitioner greatly limits its number of patients and provides highly personalized attention to each, including comprehensive annual physicals, same-day appointments, preventive and wellness care, and fast, 24/7 response time. Concierge medicine has become popular among both physicians and patients/consumers who are frustrated by the limitations imposed by managed care organizations. From many physicians' perspectives, concierge medicine offers greater autonomy, the opportunity to return to a more manageable patient load, and the chance to improve their incomes that have declined because of increasingly lowered reimbursements for their services. From many patients'/consumers' perspectives, concierge medicine provides more immediate, convenient, and caring access to their primary care physicians and, regardless of their physician's annual retainer fee, the elimination of third-party insurance coverage costs and hassles. The major criticisms of the concierge medicine model come from some health care policy makers and experts, who believe that concierge medicine is elitist and its widespread implementation will increase the shortage of primary care physicians, which is already projected to become worse because of the Affordable Care Act's individual mandate, which requires everyone to have health insurance. Utilizing these topics as its framework, this article explains why concierge medicine's form of medical management is gaining ground, cites its advantages and disadvantages for stakeholders, and examines some of the issues that will affect its growth.

*David P. Paul, III and Michaeline Skiba are members of the faculty at Monmouth University.*

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Pop, C., Bozdog, D., Calugaru, A., & Georgescu, M. A. (2016). An assessment of the real development prospects of the EU 28 frontier equity markets. In P. Andrikopoulos, G. N. Gregoriou & V. Kallinterakis (Eds.), *Handbook of Frontier Markets-The European and Asian Evidence*, (pp. 117-146). New York, NY: Academic Press/Elsevier.

***Stevens Institute of Technology***  
***Finance: Frontier Markets***

The present research is the first to concentrate only on the EU 10 frontier markets and their internal diversification potential for the equity market segments. The EU 10 frontier markets exhibit all five characteristics identified by the academic literature for the (equity) frontier markets. A sixth characteristic was identified and added for the EU 10 frontier securities market: the low level of market sophistication due to underdeveloped or absent segments of derivative products and other financial instruments. The results show that, in general, the EU 10 frontier markets exhibit internal diversification potential and therefore can present interesting investing opportunities for domestic and international investors. The internal diversification potential seems to be lower in the cases of Latvia and Malta, where trading is concentrated around their pharmaceutical and banking sectors, respectively. Romania has a peculiar position with an apparently limited internal diversification potential, due to about 15 companies, of which 6 are closed-end funds, being the most traded and overshadowing the remaining majority of listed companies. The internal diversification potential at the equity market level might be further enhanced by the extension of MiFID through MiFID2 by favoring the development at the domestic stock exchange level of segments dedicated to SMEs trading. This evolutionary path might favor the stand-alone position for the five EU frontier markets (Croatia, Cyprus, Malta, Romania, and Slovakia) that are not yet included in an alliance or partnership with other EU securities markets. These general results complete and enhance, from an inside-out point of view, the findings of partial integration of the EU 10 frontier markets and the overall conclusion that they present diversification opportunities for international portfolios either individually or as a group.

*Dragos Bozdog is a member of the faculty at Stevens Institute of Technology.*

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Prober, L., Meric, I., & Meric, G. (2016). A comparison of the financial characteristics of U.S. and U.K. manufacturing firms. *Quarterly Journal of Finance & Accounting*, 54(3&4), 1-14.

***Rider University and Rowan University***

***Finance: Financial Characteristics of U.S. and U.K. Manufacturing Firms***

In this paper, we compare the financial characteristics of U.S. and U.K. manufacturing firms with the MANOVA (Multivariate Analysis of Variance) methodology using data from the Research Insight/Global Vintage database. Our findings indicate that U.S. firms have more liquidity compared with U.K. firms. This implies that U.S. firms have less technical insolvency risk compared with their U.K. counterparts. We find that U.K. firms have more efficient use of inventories and fixed assets compared with U.S. firms. However, U.S. firms have more efficient collection of accounts receivable compared with U.K. firms. Net profit margin is higher in U.S. firms than in U.K. firms. Since firms cannot raise prices to increase the profit margin in competitive markets, this finding implies that U.S. firms have lower manufacturing costs compared with their U.K. counterparts.

*Larry Prober and Ilhan Meric are members of the faculty at Rider University. Gulser Meric is a member of the faculty at Rowan University.*

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Procaccino, J. D., & Sanchez, M. H. (2016). A real world case of identity theft. *Review of Business & Finance Studies*, 7(1), 105-111.

***Rider University***

***Pedagogy: Identity Theft***

This case examines a real world case of identity theft from start to finish. The case details the victim's experience from the day he was told he had insufficient funds in his bank account and realized that he had been the victim of fraud until the resolution of the fraud. By completing the case, students will learn steps to prevent identity theft and also actions they can take if they do become victims of identity theft. The case was designed to be used in either undergraduate or graduate level classes. It is suitable for an Introduction to Business, an Ethics or a Fraud Detection and Deterrence course. Students typically require one to two hours outside of class to complete the case. The instructor should budget approximately one hour of class time to go over the case in class.

*J. Drew Procaccino and Maria H. Sanchez are members of the faculty at Rider University.*

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Rotthoff, K. W., & Sanbower, K. R. (2016). Professional 'amateurs' in the NCAA: The impact of downstream demand. *Applied Economics Letters*, 23(5), 373-376.

***Seton Hall University***  
***Economics: NCAA Policy***

We argue that student-athletes are amateur in title only; they are actually professional athletes in all accounts of their actions. This occurs because of the downstream demand of their athletic success: coaches are paid professionals. As a paid professional, these coaches are held accountable for the performances of their team, i.e. they are hired and fired based on this performance. Within the constraints of the National Collegiate Athletic Association guidelines, coaches make the rules for their athletes, which the athletes are required to follow. As such, the athletes themselves are professionals acting under professional incentives and are amateurs in title only.

*Kurt W. Rotthoff is a member of the faculty at Seton Hall University. Kaylyn R. Sanbower is a graduate of Seton Hall University.*

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Rozen, H., Bar-Hava, K., & Fried, Z. (2016). Does corporate governance really matter in the public venture capital industry? *International Journal of Disclosure and Governance*, 13(4), 394-417.

***Fairleigh Dickinson University***  
***Finance: Public Venture Capital***

Publicly traded venture capital (VC) funds invest in high risk startup companies. In the United States, VC funds report their equity investments using Fair Value Accounting (ASR 118). Since there is no open market for shares of these startup companies, fair value estimates are determined by management, and are therefore subject to managerial discretion. We believe that these unique characteristics of VC funds make it the ideal laboratory to examine the importance of corporate governance to investors. We first examine whether good corporate governance, as represented by our governance index unique to this industry, PGOV, is correlated with higher fair values of equity investments. We find that it is. Furthermore, due to the unique ownership makeup of these firms in that they are largely owned by highly sophisticated investors such as institutions, and by insiders, we study the effects of the presence of insiders and institutional owners on firm fair value. We find that the presence of institutional investors seems to enhance firm fair value, while the presence of insiders detracts from it. Second, we study whether the market values corporate governance mechanisms in this unique industry above that of fair value. We find that it does not. When firms are performing well, the market does not react to increases in our corporate governance index, PGOV. This work contributes to the venture capital literature and yields important evidence regarding the market's perception of the value of corporate governance in an industry with highly sophisticated institutional and inside investors.

*Hannah Rozen and Zev Fried are members of the faculty at Fairleigh Dickinson University.*

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Rudin, J., Yang, Y., Ruane, S., Ross, L., Farro, A., & Billing, T. (2016). Transforming attitudes about transgender employee rights. *Journal of Management Education*, 40(1), 30-46.

**Rowan University**  
***Pedagogy: Diversity Management***

This article evaluates a pedagogical intervention designed to reduce the transphobia of North American undergraduate business students. Participants resolved a simulated dispute between coworkers over accommodating the bathroom choices of a transgender employee. In the first year, 194 students completed the exercise with no advance preparation, while in the second year, 221 students performed the same task after reading an article about transgender employees. Results suggest that the intervention was effective as the most inclusive response was most popular in the second year even though it had been least popular in the first year. Complete success was not attained, as one sixth of the students in the second year chose hostile responses. The implications for teaching are straightforward, as follows: a) the topic of transgender employee rights should not be ignored and it should be an important part of a required class within the business curriculum; b) course materials need to be chosen that will support the workplace rights of transgender employees; c) instructors need to be chosen who will be willing to inform students about transgender rights; and d) once chosen, the instructors should continue teaching the course over time. Since today's business students are tomorrow's business leaders, we could eventually make the business world more tolerant if we cause our students to re-evaluate their transphobia.

*Joel Rudin, Yang Yang, Linda Ross, Andrea Farro, and Tejinder Billing are members of the faculty at Rowan University.*

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Rutledge, W., Donnellan, J. T., & McDonald, M. (2016). Female participation in sport as an indicator of economic success-A review of the literature. *The Transnational Journal of Business*, 1(1), 61-77.

***New Jersey City University***  
***Management: Women in the Workforce***

According to the United Nations Population Fund (2011), a higher number of women in the workforce correlate with higher gross domestic product (GDP) growth. In the next five years, the global incomes of women are expected to grow from US \$13 trillion to US \$18 trillion. That increase of US \$5 trillion is almost twice the growth in GDP expected from China and India combined (EY, 2013b). Today, women have little access to seats in business boardrooms, even in developed markets. In many rapid-growth markets, women experience severe legal, cultural, and social restrictions against joining the labor force, along with the reality of having few or no rights to own property and limited access to education (EY, 2013b). Sport can be a powerful vehicle for change. The full participation of women in team activities such as sports nurtures the advanced leadership skills that the complex world economy so urgently needs (EY, 2013b). The United Nations Population Fund Report on Women, Gender Equality, and Sport (2007) determined that “the participation of women and girls in sport challenges gender stereotypes and discrimination, and can therefore be a vehicle to promote gender equality and the empowerment of women and girls” (p. 3). Through the analysis of literature, this paper will explore how the impact of sports participation by women can have on development, entrepreneurship, and social change in Nigeria and Zambia, two countries in Sub-Saharan Africa (SSA), considered by The Prosperity Index in Africa (2011), the second fastest growing region of the world after Asia.

*Wanda Rutledge, John T. Donnellan, and Melanie McDonald are members of the faculty at New Jersey City University.*

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Ryan, L. V., & Hunter, R. J., Jr. (2016). United States relations with Poland: Continued partners or potential adversaries? *Social Sciences and Humanities Journal*, 1(3), 200-210.

***Seton Hall University***  
***Economics: Foreign Direct Investment***

This article deals with political and economic relations between Poland and the United States in light of events that have transpired in Poland as a result of presidential and parliamentary elections in 2015. The article also reprises some of the most important issues that have faced Poland since the onset of political and economic reforms in 1989, relating to membership in the European Union and Nato, as well as efforts to attract foreign direct investment. The article builds on more than twenty-five years of research into Poland and its economic transformation.

*Richard J. Hunter, Jr. is a member of the faculty at Seton Hall University.*

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Schachter, H. L. (2016). Frederick Winslow Taylor, Henry Hallowell Farquhar, and the dilemma of relating management education to organizational practice. *Journal of Management History*, 22(2), 199-213.

***New Jersey Institute of Technology  
Pedagogy: Teaching Methods***

This article investigates how the originators of scientific management conceived that university management programs should educate students to succeed in business careers. It shows a strong preference for practice centered education with ample opportunity for internships and co-op experiences. Frederick Taylor and his supporters wanted education to develop a student's character as well as cognitive abilities. Most interestingly it shows that at least some early management educators envisioned a role for practicing managers to work with academics (in such areas as case development) to ensure that the curriculum had a strong practice orientation. The historical narrative developed in this article has much to say in current debates over the role of practitioners in business curricula and in the way that management programs make decisions about their curricula, especially the relative roles of hierarchy and experimentation for deciding issues.

*Hindy L. Schachter is a member of the faculty at New Jersey Institute of Technology.*

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Scherreik, S. (2016). University collaboration: The New Jersey state business model competition. In M. H. Morris & E. Liguori (Eds.), *Annals of Entrepreneurship Education and Pedagogy-2016*, (pp. 398-400). Northampton, MA: Edward Elgar.

***Seton Hall University***  
***Pedagogy: Entrepreneurship Education***

This chapter is an overview of how 11 universities in New Jersey in the area of entrepreneurship education have created an innovative collaboration to leverage their resources to expand the state's entrepreneurial eco-systems. The chapter focuses on the process and methods of collaboration to create a statewide business model competition, UPitchNJ, to showcase high-quality college startups and enrich the entrepreneurial experience for our students.

*Susan Scherreik is a member of the faculty at Seton Hall University.*

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Schiff, J., & Schiff, A. (2016). Get in Gear! *Strategic Finance*, April.

***Fairleigh Dickinson University***  
***Finance: Strategy***

Business leaders struggle with the effects of disruptive technologies, new competitors, performance pressure and increased complexity in an increasingly globalized context. Traditional organizational designs and talent development paradigms are not in alignment with or agile enough to meet these significant challenges. This article provides a fresh blue print for the future of the CFO organization in the context of broader administrative services common to contemporary businesses. The CFO organization is critical to overall organization's performance given its role in compliance, financial reporting, and business decision support. The authors' approach derives from a synthesis of proven practices at several top global companies in a variety of industries.

*Jonathan Schiff is a member of the faculty at Fairleigh Dickinson University.*

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Schoen, E. J. (2016). The 2007-2009 financial crisis: An erosion of ethics: A case study. *Journal of Business Ethics*, 1-26.

***Rowan University***

***Pedagogy: Bank Regulatory Agencies***

This case study examines five dimensions of the 2007–2009 financial crisis in the United States: (1) the devastating effects of the financial crisis on the U.S. economy, including unparalleled unemployment, massive declines in gross domestic product (GDP), and the prolonged mortgage foreclosure crisis; (2) the multiple causes of the financial crisis and panic, such as the housing and bond bubbles, excessive leverage, lax financial regulation, disgraceful banking practices, and abysmal rating agency performance; (3) the extraordinary efforts of the Federal Reserve, the Federal Reserve Bank of New York, and the Department of the Treasury to stem the financial freefall triggered by the crisis and resuscitate financial institutions, (4) the ethical implications of the unprecedented actions by government institutions to rescue financial institutions and drag the country back from the brink of global financial collapse, and the conduct of the various parties contributing to the financial crisis, such as the shoddy behavior of mortgage brokers, the massive securitization of mortgages into overly complex bonds, the excessive leverage of financial institutions, the disgraceful work of bond rating firms, the abysmal risk management systems employed by financial institutions, and the massive operations of the shadow banking and over-the-counter derivatives markets; and (5) the major provisions of the Dodd–Frank Wall Street Reform and Consumer Protection Act signed into law in response to the financial crisis and for the purpose of correcting the egregious conduct of major financial institutions.

*Edward J. Schoen is a member of the faculty at Rowan University.*

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Schoen, E. J. (2016). Completing government speech's unfinished business: Clipping *Garcetti's* wings and addressing scholarship and teaching. *Hastings Constitutional Law Quarterly*, 43(3), 537-585.

**Rowan University**  
**Legal Studies: Free Speech**

The purpose of this paper is to examine two major developments stemming from the U.S. Supreme Court decision in *Garcetti v. Ceballos*, 547 U.S. 410 (2006), in which the Court held that “when public employees make statements pursuant to their official duties, the employees are not speaking as citizens for First Amendment purposes, and the Constitution does not insulate their communications from employer discipline.” *Id.* at 421. In making this decision, the Court stated government speech trumps government employee speech whenever the employee’s expression “owes its existence to [the] employee’s professional responsibilities.” *Id.* at 421-422, and is created pursuant to the duties the employee is expected to perform. *Id.* at 424-425. The language quoted above has triggered an avalanche of circuit court decisions dismissing 1,983 employment retaliation claims, because the courts usually determined the expression was derived from the government employees’ actual duties. The U.S. Supreme Court subsequently addressed this issue in *Lane v. Franks*, 134 S. Ct. 2369 (2014), and decided the mere fact the government employee acquired the information included in the employee’s expression through public employment does not transform that expression into government employee speech, and the speech at issue must ordinarily be made within the scope of the employees duties to fall under the umbrella of government worker speech. This qualification may restore First Amendment protection to some government worker speech.

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The second development stemmed from the U.S. Supreme Court's disclaimer as to whether the *Garcetti* analysis applied "in the same manner to a case involving speech related to scholarship or teaching." *Garcetti* at 425. This disclaimer has created inconsistency and doubt in assessing 1,983 public worker employment retaliation claims pursued by faculty members at public colleges and universities. Part I of this article examines the evolution of the *Pickering/Connick/Garcetti* test for determining whether government worker speech is protected by the First Amendment. Part II of this article examines multiple circuit court decisions following *Garcetti* and dealing with 1,983 government worker employment retaliation claims, and demonstrates that, if the U.S. Supreme Court's purpose in deciding *Garcetti* was the elimination of 1,983 government worker employment retaliation claims, it has been wildly successful. Part III of this article examines the U.S. Supreme Court decision in *Lane* and a handful of appellate decisions following *Lane* to determine how *Lane's* qualifications of *Garcetti* are playing out. Part IV of this Article examines several appellate court cases dealing with 1,983 government worker employment retaliation claims pursued by public college and university professors to determine whether academic freedom in teaching and research plays a role in providing First Amendment protection to speech following the *Garcetti* disclaimer.

*Edward J. Schoen is a member of the faculty at Rowan University.*

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Shannon, J. H., & O'Sullivan-Gavin, S. A. (2016). Post *Quon*: An analysis of the evolution of new media and the employment relationship. *Journal of Business & Technology Law*, 11(2), 179-198.

***Seton Hall University and Rider University  
Legal Studies: New Media***

New Media and the employment relationship intersect on several fronts: the initial hiring process, maintenance and termination of an employment relationship, intraoffice communication, contacts with clients and customers, supply chain exchanges, governmental agency relationships, and public relations. In each scenario, both the employer and employee use New Media platforms to communicate with each other and with contingent parties to the employment relationship. Such New Media usage is integral to the employer-employee relationship. This paper examines the development of regulatory rulings and memoranda relative to the impact of New Media on the employer-employee relationship since the seminal *Quon* decision in 2010. The analysis explores employer obligations and employee rights that expand from a narrow Fourth Amendment privacy application to a broader perspective that encompasses First Amendment privacy, speech, and assembly protections in various workplace contexts. As modern workplaces adapt to evolving New Media technology and platforms, employers seeking to avoid contentious litigation, marring publicity, and damaging morale must monitor and be poised to respond to current developments that are shaping legal obligations at state and federal levels. Guidance from case law and regulatory agencies, such as the Equal Employment Opportunity Commission (EEOC), the Federal Trade Commission (FTC), and the National Labor Relations Board (NLRB), helps employers understand their new obligations in the evolving employment relationship.

*John H. Shannon is a member of the faculty at Seton Hall University. Susan A. O'Sullivan-Gavin is a member of the faculty at Rider University.*

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Shim, S. J., Kumar, A., & Jiao, R. J. (2016). Using a radiofrequency identification system for improving the patient discharge process: A simulation study. *Journal of Medical Practice Management*, 31(6), 383-387.

***Seton Hall University***

***Information Technology: Computer Simulation***

A hospital is considering deploying a radiofrequency identification (RFID) system and setting up a new “discharge lounge” to improve the patient discharge process. This study uses computer simulation to model and compare the current process and the new process, and it assesses the impact of the RFID system and the discharge lounge on the process in terms of resource utilization and time taken in the process. The simulation results regarding resource utilization suggest that the RFID system can slightly relieve the burden on all resources, whereas the RFID system and the discharge lounge together can significantly mitigate the nurses’ tasks. The simulation results in terms of the time taken demonstrate that the RFID system can shorten patient wait times, staff busy times, and bed occupation times. The results of the study could prove helpful to others who are considering the use of an RFID system in the patient discharge process in hospitals or similar processes.

*Sung J. Shim is a member of the faculty at Seton Hall University.*

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Shukla, P., & Cantwell, J. A. (2016). Migrants and the foreign expansion of firms. *Rutgers Business Review*, 1(1), 44-56.

***Rutgers University-Newark and New Brunswick  
International Business: Migrants***

Firms seeking to expand across borders look for advantages offered by the foreign location in conjunction with their own capabilities. Migrants by virtue of their inherited and acquired knowledge of the business and the institutional environment of their country of origin and their country of residence can be valuable sources of knowledge for firms. Firms can leverage this diversity in their workforce, which has been brought about by increased cross-border migration, to utilize the knowledge and connections of ethnic resources for achieving growth through cross-border corporate expansion.

*Pallavi Shukla and John A. Cantwell are members of the faculty at Rutgers University-Newark and New Brunswick.*

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Skarbnik, J. H., & Brunetti, F. L. (2016). Compensatory distribution of partnership interests. *Tax Notes*, 150(10), 1137-1143.

***Fairleigh Dickinson University***  
***Taxation: Partnership Interests***

This article explores whether the receipt of a partnership interest in consideration for a partner's services or future services is treated as a taxable event. This has been a contested matter for several years. The law is clear about the tax consequences when an individual provides services in exchange for a capital interest in a partnership. The service provider will generally treat the fair market value of the interest as compensation, and the partnership will either get a compensation deduction or be required to capitalize the amount treated as compensation. Before the issuance of Rev. Proc. 93-27, 1993-2 C.B. 343, courts struggled with whether the grant of a profit and loss interest to a service provider, without the receipt of a capital interest, is taxable. If it is, how does the court determine the amount of the compensation? What is the value of a profits interest when the service provider would receive nothing if, at the time the interest was granted, the partnership liquidated? Rev. Proc. 93-27 provides a safe harbor for the tax-free receipt of some profits interests. This led many partnerships and partners to believe that a truce may have been reached with the IRS on this issue. However, as discussed in this article recent litigation and proposed regulations may signal a new effort by the IRS to tax partnership profits interests received by service providers in exchange for services. In *United States v. Stewart*, the IRS asserted that no partnership existed and that approximately \$20 million received by oil and gas managers for their services were taxable as ordinary income rather than capital gain. And in July 2015, the IRS issued proposed regulations titled, "Disguised payments for services," which may tax certain carried interests which are common in the financial investment.

*John H. Skarbnik and Frank L. Brunetti are members of the faculty at Fairleigh Dickinson University.*

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Skiba, M. (2016). Barefoot, pregnant and (not very) happy: Management and healthcare reasons for paid parental leave in the U.S. *Journal of Business Diversity*, 16(1), 115-123.

***Monmouth University***

***Management: Family Medical Leave Act***

The Family and Medical Leave Act (FMLA) was enacted to require employers to provide twelve weeks of unpaid and job protected leave for the birth or adoption of a child, and for those dealing with a seriously ill relative. This paper will provide a brief overview of the FMLA's flaws, why it is now necessary to correct them, and primarily concentrate on issues related to the birth of a child versus adoption and dependent care coverage as provided in the Act. Furthermore, this paper will examine recently proposed legislation and provide other recommendations for future improvements.

*Michaeline Skiba is a member of the faculty at Monmouth University.*

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Smith, S. S. & Herlihy, M. (2016). The CPAs role in business process management. *New Jersey CPA Magazine*, (July), 16-17.

***Rutgers University-Camden  
Accounting: Business Process Management***

Authored in the official publication of the New Jersey Society of CPAs (NJCPA) magazine this piece analyzes how CPAs can, in attempting to elevate themselves to role of business partner, assist in business process management initiatives. Presenting the analytic framework and context of this article against the backdrop of rapid technological change, this piece acknowledges the reality that technology continues to radically redefine the accounting profession. Emphasizing the importance of accounting information and accounting professionals not just as back office specialists, but business leaders, this practitioner focused piece also includes two market based examples of how this mindset can be applied. Monthly reporting and analysis, both for internal and external users, as well as intra-company billing and revenue are both presented as quantifiable opportunities for CPAs to lead business process improvement initiatives in a realistic and rapid manner.

*Sean Stein Smith is a member of the faculty at Rutgers University-Camden.*

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Smith, S. S. (2016). Communicating about technology. *BizEd Magazine*, (April).

***Rutgers University-Camden***  
***Pedagogy: Technology in Higher Education***

Appearing in the official magazine of the AACSB, this article addresses a topic that is of increasing importance for students, faculty, and university administrators-integrating and leveraging technology into higher education. Authored in a blend of first person perspective, supported by industry analysis and trends, this article presents the importance of technology in education with market examples and examples delivered from the classroom. In addition to market examples that emphasize the importance of communication and technology for business people and business schools, the article also outlines two courses that could be implemented at a variety of institutions. This combination of market evidence, analysis of trends in business education, and courses that can be developed provide a linkage between high level analysis and practitioner based research.

*Sean Stein Smith is a member of the faculty at Rutgers University-Camden.*

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Smith, S. S. (2016). Using data in the fight against fraud. *New Jersey CPA Magazine*, (March), 6-7.

***Rutgers University-Camden***  
***Accounting: Fraud***

Authored in the official publication of the New Jersey Society of CPAs (NJCPA) magazine this piece analyzes the growing importance of analytics, and the ways in which CPAs can better use data to combat fraud and fraudulent activity. Breaking down the analysis into three sections-using audit findings to drive business decisions, data driven decision making, and stakeholder reporting, this article examines these trends separately and how they will influence the accounting profession moving forward. Written with practitioners in mind, this piece focuses on actionable steps that CPAs can take in order to better utilize organizational data. From developing systems to extract and organize information, developing metrics to report and analyze such information, and developing dashboards for end-users, readers of this piece are provided with real world action steps to help CPAs leverage information.

*Sean Stein Smith is a member of the faculty at Rutgers University-Camden.*

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Smith, S. S. (2016). Leveraging online learning. *Strategic Finance*.

***Rutgers University-Camden  
Pedagogy: Online Learning***

This piece, published in *Strategic Finance*, the flagship publication of the Institute of Management Accountants (IMA), addresses the critically important topic of business education, and the transition of education to a hybrid and online format. In the analysis and examination of the marketplace covered in this piece, the author emphasizes the importance of using online resources when researching different available options. Additionally, included in this article are criteria students should look for when evaluating the various options available, including accreditation, integration of technology, and curriculum information that is available to prospective students. Lastly, this piece addresses the following reality-in order to thrive in the modern workplace, individuals must be able to effectively leverage technology for work purposes and continuously update their skills. A blend of first person insights, commentary, and quality evaluative criteria outline a suggested framework for students thinking about online education, a growing field of importance for students, faculty, and administrators.

*Sean Stein Smith is a member of the faculty at Rutgers University-Camden.*

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Smith, S. S. (2016). *The effect of integrated financial reporting on financial performance*. Lap Lambert Academic Publishing.

***Rutgers University-Camden***  
***Finance: Financial Reporting***

This scholarly book, published by an academic publisher, quantitatively analyzes the linkage between integrated financial reporting and financial performance. A review of the literature is conducted, with the author reviewing the concept of integrated financial reporting as it appears in the literature, and several key supporting research areas. Stakeholder theory, corporate governance, sustainability, improved information technology processes, and the concept of a more strategic accounting function are framed within the context of the difference that can be generated for organizations leveraging findings from the research. Following the analysis, a quantitative examination of the financial performance of 7 organizations from the S&P 500 is conducted, using a series of financial metrics, to compare their financial performance versus those of peers also listed in the S&P 500. T-tests and other comparative tools are used to quantitatively determine whether or not organizations who have adapted this reporting framework, and by extension the organizational changes necessary to implement such a framework, outperform peers who have not.

*Sean Stein Smith is a member of the faculty at Rutgers University-Camden.*

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Smith, S. S. (2016). Strategy in a digitally disrupted environment. *Journal of Business and Management*, 18(10), 62-69.

***Rutgers University-Camden  
Finance: Strategic Planning***

This peer reviewed research article addresses and analyzes the concepts of strategy, innovation, and how technology is disrupting strategic planning. Reviewing the different applications of strategy, both through a scholarly framework and with marketplace examples, several theories are analyzed. Multi-platform business models, including the business models implemented by Tesla and Amazon, provide market based applications and examples of how technology is disrupting both business and strategic planning, as well as the corporate venture model implemented by Google Ventures (now part of Alphabet). Digital disruption, disruptive innovation, and corporate venturing represent areas that are both qualitatively and quantitatively analyzed in this research piece, including the role that management and management accountants play in implementing such a strategy. In addition to research and scholarly examples, market examples and practitioner oriented information is embedded within this article. Lastly, and bridging the gap between academic research and practitioner applications, a list of key questions is included within this research to provide interested parties with the mindset necessary to adopt and implement digital strategy in the marketplace.

*Sean Stein Smith is a member of the faculty at Rutgers University-Camden.*

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Song, L., Weisstein, F. L., Anderson, R. E., Swaminathan, S., Wu, G. J., Feng, S. & Tan, K. (2016). The effects of expectation disconfirmations on customer outcomes in e-markets: Impact of national culture. *Journal of Marketing Channels*, 23, 217-229.

***Stockton University and William Paterson University  
Marketing: Expectation Disconfirmation***

Prior research has shown that after receiving online services of varying quality, customer expectations are either positively disconfirmed (i.e., services exceed customer expectations) or negatively disconfirmed (i.e., services fall short of customer expectations). The present research examines expectation disconfirmation across national cultures and its subsequent impacts on e-word-of-mouth, e-satisfaction, and e-loyalty. The results show that Chinese customers are more tolerant of e-services that result in negative disconfirmations, although online shoppers from the United States are more likely to be loyal or generate positive e-word-of-mouth when experiencing positive disconfirmations. Suggestions for adjusting multinational e-tailers' strategies to better serve customers across national cultures are discussed.

*Lei Song is a member of the faculty at Stockton University. Shan Feng is a member of the faculty at William Paterson University.*

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Song, L., Wu, G. J., Feng, S., & Dubinsky, A. J. (2016). Impact of cultural and individual factors on customer choice strategies in China and South Korea: A study in the mobile phone market. *International Journal of Sales, Retailing and Marketing*, 5(2), 3-16.

***Stockton University and William Paterson University  
Marketing: Customer Choice Strategies***

Understanding customers' choice strategies is important in order for marketing managers to develop and implement marketing programs directed at improving customer satisfaction. Prior research on customer choice strategies has mainly focused on decisions related to different product attributes or purchasing situations in Western cultures. Little research, however, has focused on how cultural and individual factors affect customer choice strategies within an East Asian context. This research fills this gap by investigating the adoption of choice strategies in China and South Korea. It examines the extent to which ethnocentrism, emotion, purchasing experience, imitation, and patience influence which choice strategies customers adopt: lexicographic, elimination-by-aspects, or weighted additive. Results provide practical implications on how multi-national companies might adjust their strategies in Chinese and South Korean cultures.

*Lei Song is a member of the faculty at Stockton University. Shan Feng is a member of the faculty at William Paterson University.*

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Sorokina, N. Y., & Thornton, J. H. (2016). Reactions of equity markets to recent financial reforms. *Journal of Economics and Business*, 87, 50-69.

***The College of New Jersey  
Finance: Dodd-Frank Act***

We conduct event studies of broad equity market reaction to the events surrounding introduction and enactment of recent financial reform initiatives. In response to the introduction of the Dodd-Frank Act, financial firms and firms from a few other industries experience a statistically significant decrease in systematic risk, while a substantial number of industries, representing a broad cross-section of the economy, experiences a statistically significant increase in systematic risk. The systematic risk in some industries does not change. The increase in risk is concentrated in industries in which firms are dependent on external capital. The initial market reaction to Dodd-Frank indicates that it may lower the risk in financial firms, but the risk for many non-financial firms simultaneously increases.

*Nonna Y. Sorokina is a member of the faculty at The College of New Jersey.*

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Swartz, E., Amatucci, F. M., & Coleman, S. (2016). Still a man's world? Second generation gender bias in external equity term sheet negotiations. *Journal of Developmental Entrepreneurship*, 21(3), 1-20.

***Fairleigh Dickinson University***  
***Management: Term Sheet Negotiations***

Women increasingly start and lead growth ventures yet receive a small proportion of external equity funding. Term sheet negotiation is a pivotal moment for obtaining growth capital. We employ a multi-method, mixed mode research design to explore strategies of women entrepreneurs who have negotiated term sheets and discuss our quantitative findings. Results indicate that women entrepreneurs in our sample worked hard to achieve optimal outcomes yet come up short because of exogenous and endogenous factors linked to second generation gender bias in the negotiation process. Propositions for future research are generated given the results of this exploratory research.

*Ethné Swartz is a member of the faculty at Fairleigh Dickinson University.*

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Swartz, E., Amatucci, F. M., & Coleman, S. (2016). Using a multiple method and mixed mode approach to examine women entrepreneur negotiating styles. *International Journal of Gender and Entrepreneurship*, 8(1), 48-68.

***Fairleigh Dickinson University***  
***Management: Women's Entrepreneurship***

The purpose of this study is to explore an optimal research design for research on women entrepreneurs involved in negotiating term sheets for private equity capital. This research explores new ways for researchers to connect with such current “invisibles” through the use of a mixed method and mixed mode research design to expand sampling options and secure respondent participation. The authors discuss existing data sets that have been used as secondary sources for data on financing of companies and consider their inadequacy for research questions about process issues in negotiation. The authors present process-related findings regarding the efficacy of the research design. This paper summarizes the “research on research methodologies” in entrepreneurship, reviews secondary data sources and discusses their limitations for specific types of research questions. A review of the value of MMM research designs and best practices in online survey research outside of entrepreneurship provides insights into the incorporation of digital tools in other disciplines.

*Ethné Swartz is a member of the faculty at Fairleigh Dickinson University.*

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Tang, H., & Xu, X. E. (2016). Tracking performance of leveraged energy exchange-traded funds. *The Journal of Derivatives*, 23(3), 37-60.

***Seton Hall University***

***Finance: Leveraged Energy Exchanged-Traded Funds***

With increasing demand for hedging, investing, and diversification, leveraged energy exchange-traded funds (LEETFs) provide producers, consumers, investors, and portfolio managers with liquid and flexible tools to gain leveraged and/or inverse exposure to the energy sector. For both stock-based and futures-based LEETFs, we examine their tracking performance and the fundamental determinants of their return deviations due to compounding effects, fund management issues, and market inefficiency.

*Hongfei Tang and Xiaoqing Eleanor Xu are members of the faculty at Seton Hall University.*

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Teng, J.-T., Cárdenas-Barrón, L. E., Chang, H.-J., Wu, J., & Hu, Y. (2016). Inventory lot-size policies for deteriorating items with expiration dates and advance payments. *Applied Mathematical Modelling*, (40), 8605-8616.

***William Paterson University***  
***Decision Sciences: Advance Payments***

For deteriorating items with seasonal demand, a supplier usually requests that the buyer (retailer) prepays a fraction of the acquisition cost as a deposit. The expiration date of a deteriorating item is an important factor in a buyer's purchase decision. Despite its importance, relatively little attention has been paid to the effects of the expiration date; the versions of economic order quantity models that are available consider fixed deterioration rates. This paper considers a more realistic situation where the deterioration rate of a product gradually increases as the expiration date approaches. In this paper, the optimal cycle time and the cycle fraction of no shortages are the decision variables that minimize the total cost. The total annual relevant cost is shown to be strictly pseudo-convex for each of the decision variables, which simplifies the search for the global solution to a local minimum. This paper provides an improvement on earlier work, as it provides an optimal rather than a near-optimal solution. Several numerical examples are provided to illustrate the behaviour of the model and to highlight some managerial insights.

*Jinn-Tsair Teng and Yihang Hu are members of the faculty at William Paterson University.*

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Tschakert, N., Kokina, J., Kozlowski, S., & Vasarhelyi, M. A. (2016). The next frontier in data analytics: Why CPAs and organizations need to learn to use advanced technology to predict and achieve outcomes. *Journal of Accountancy*, August.

***Rutgers University-Newark and New Brunswick  
Accounting: Advanced Technology***

This paper examines the necessity for CPAs to adjust to new audit related technologies and analytics. The authors outline some new technologies and how they will impact the future audit. Among other benefits, these technologies can serve to reduce the necessity for repetitive tasks, improve the quality of audit evidence, and lead to a more efficient audit, which can allow accounting firms to provide a more enhanced audit. The paper addresses the challenges and new skills that practitioners at various levels will have to face in order to facilitate the integration of these technologies into their audits.

*Miklos A. Vasarhelyi is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Tuluca, S. A., & Zwick, B. (2016). Bloomberg terminals as a hands on learning tool for applied financial analysis. *International Research Journal of Applied Science*, 7(12), 424-431.

***Fairleigh Dickinson University***  
***Pedagogy: Bloomberg Terminals***

Bloomberg terminals are widely used by traders of financial instruments. Recently, Fairleigh Dickinson University leased twenty-four Bloomberg Terminals, twelve each for its two New Jersey campuses. This paper discusses the introduction of these terminals in several finance courses at the university and then describes more fully an example of using these terminals in a Financial Markets and Institutions course to analyze the relation between the yield curve and monetary policy. Introducing students to Bloomberg terminals with real life assignments in a classroom setting will have a powerful impact on their understanding of data acquisition and analysis. Such skills and abilities are more and more required by employers and thus the exercise presented in this paper has a clear impact on the proficiency of the business practitioner.

*Sorin A. Tuluca and Burton Zwick are members of the faculty at Fairleigh Dickinson University.*

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Vandegrift, D. (2016). The effect of Walmart and Target on property tax rates. *Letters in Spatial and Resource Sciences*, 9(3), 309-327.

***The College of New Jersey  
Economics: Property Tax Rates***

This paper analyzes the effect of Walmart and Target on municipal property tax rates using panel data for all New Jersey municipalities from 1998 to 2007. We analyze the impact of Walmart (30 openings) and Target (33 openings) in the host municipality and the nearest adjacent municipality. We find evidence that entry by either retailer lowers the tax rate in the host municipality. However, the estimated reduction in the tax rate is much larger for Target. Target entry reduces the equalized property tax rate by \$0.38 per \$100 of market value in the host municipality or about 16.8% while Walmart reduces the equalized property tax rate in the host municipality by \$0.063 per \$100 of market value or about 2.8%. The most striking result is the contrast between the positive and significant effect of Walmart entry on the equalized tax rate in the adjacent municipality and the negative and significant effect of Target entry on the equalized tax rate in the adjacent municipality. Walmart entry (in the host municipality) raises the equalized tax rate by about \$0.23 per \$100 of market value (about a 10% increase). Target entry, on the other hand, reduces the equalized tax rate in the adjacent municipality by \$0.14 per \$100 of market value or about 6.2%.

*Donald Vandegrift is a member of the faculty at The College of New Jersey.*

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Walter, J., Levin, D. Z., & Murnighan, J. K. (2016). How to reconnect for maximum impact. *MIT Sloan Management Review*, 57(3), 18-20.

***Rutgers University-Newark and New Brunswick  
Management: Dormant Ties***

Research has found that rekindling dormant professional relationships can offer tremendous career benefits to executives. But a new study shows that some reconnections are more beneficial than others — and that executives often don't select the best reconnection choices. Reconnecting with long-lost or dormant contacts can be very valuable — both professionally and personally. But choosing from among hundreds of former contacts can be challenging. We find that executives, when left to their own devices, don't take full advantage of their opportunities to reconnect. And when they do reconnect, they tend to focus on comfort and not on re-connections that might offer the best advice. Reconnecting with dormant ties in your social network can lead to enduring value, often more than you can obtain from your active ties. It can also be enjoyable. However, to get the most out of reconnecting, you have to seek out former contacts who are likely to engage with you and to provide you with novelty. To achieve more novelty, this may mean going outside your usual comfort zone and reaching out to higher-status people or to people you didn't know very well to begin with. But these are exactly the kinds of reconnections that can best point you in a new direction, tell you something you don't already know, and help you make the most of dormant connections in your network.

*Daniel Z. Levin is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Warren, D. E., & Schweitzer, M. E. (2016). When lying does not pay: How experts detect insurance fraud. *Journal of Business Ethics*, 1-16.

***Rutgers University-Newark and New Brunswick  
Management: Insurance Fraud***

A growing literature has focused on understanding how to detect and deter unethical consumer behavior. In this work, we focus on a particularly important type of unethical consumer behavior, consumer insurance fraud, and we analyze a unique dataset to understand how experts investigate suspicious claims. Two separate but related literatures inform the process of investigating suspicious claims. The first literature is grounded in field research and emphasizes the importance of secondary sources. The second literature is grounded in laboratory studies that emphasize the importance of interpersonal interactions. Here we draw upon both literatures to consider the importance of claimant interviews within the context of many investigative actions and the potential for claimants to avoid interviews. In an empirical study using qualitative and quantitative data from auto insurance claim investigations, we analyze investigative chronologies conducted by skilled experts. In doing so, we find that even when investigators can access information from a variety of sources such as witnesses, databases, and physical evidence, claimant *interviews are the most important step* in determining whether or not claims are denied or paid. Furthermore, we identify *interpersonal avoidance* as an important signal of unethical claimant behavior. Our findings inform deception detection theory and practice. We identify implications for deception detection in business, particularly for consumer unethical behavior and insurance fraud investigations.

*Danielle E. Warren is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Webb, N. J., & Abzug, R. (2016). Financial dereliction of duty: Are charities that aid servicemen and veterans systematically mismanaged? *Armed Forces & Society*, 42(4), 719-740.

***Ramapo College of New Jersey  
Management: Veterans***

Charity watchdogs and the media level serious allegations of mismanagement of funds at charities serving former and current members of the U.S. armed services, affecting service recipients, families, donors, grantors, foundations, and taxpayers. To examine these allegations, we use two approaches from the literature to assess nonprofit financial effectiveness: the organization's ability to gain resources and to sustain activities. We mirror the approach of charity raters, whose measures are widely available to the public. Using GuideStar/Internal Revenue Service data, we compare fund-raising expenditures, assets, and financial sustainability of large national military and veterans nonprofits to a random sample of national nonprofits. We apply propensity score matching and compare organizations similar in size, age, and other factors. We find little difference between military and veterans charities and other nonprofits and provide an improved method for evaluating the financial health of nonprofits across academic discipline, nonprofit field of service, and within or among countries.

*Rikki Abzug is a member of the faculty at Ramapo College of New Jersey.*

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Wen, L., & Wang, Z. (2016). IPO performance of China's mid-cap and small-cap stocks: Do accounting earnings numbers matter? *Journal of International Finance & Economics*, 16(1), 7-20.

***New Jersey City University***  
***Finance: Initial Public Offering***

This study investigates the determinants of first-trading-day abnormal return for China's mid-map and small-cap stocks listed on the Shenzhen Stock Exchange (SZSE). This paper uses 651 samples of initial public offering (IPO) data from June 19, 2006 to November 2, 2012. The average value of first-trading-day abnormal return is 78.49% during the time period, much higher than large-cap IPO stocks traded on Main Board in Shanghai. The severe IPO underpricing of these IPO stocks could be explained by the information asymmetry theory because the investors would ask for higher returns for higher risks associated with mid-map and small-cap. In addition to it, this paper also provides strong evidence for the behavioral theory to explain IPO underpricing for these mid-map and small-cap IPO stocks.

*Zhimin Wang is a member of the faculty at New Jersey City University.*

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Whalen, P., Uslay, C., Pascal, V. J., Omura, G., McAuley, A., Kasouf, C. J., Jones, R., Hultman, C. M., Hills, G. E., Hansen, D. J., Gilmore, A., Giglierano, J., Eggers, F., & Deacon, J. (2016). Anatomy of competitive advantage: Towards a contingency theory of entrepreneurial marketing. *Journal of Strategic Marketing*, 24(1), 5-19.

***Rutgers University-Newark and New Brunswick  
Marketing: Entrepreneurial Marketing***

Entrepreneurial marketing (EM), born out of the practice of firms operating in conditions of uncertainty, is emerging as a powerful alternative to cope with the decreasing effectiveness associated with traditional marketing. In this article, the authors provide their collective position regarding the field of EM. A brief history and conceptual background of EM is presented and the contextual differences that have shaped its evolution are considered. Distinctions between traditional and EM are derived based on discussions of the concepts of size, speed, market, opportunity, risk, and uncertainty. The perspective of value co-creation in uncertainty is used to develop a contingency framework to serve as the foundation towards a general theory of EM. Operand and operant resources and environmental conditions are proposed to moderate the EM process from opportunity recognition to entrepreneurial organization, EM, and temporary competitive advantage. The theoretical facets are illustrated with seven propositions and directions for future research.

*Can Uslay is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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Wilson, B. K., & Donnellan, J. T. (2016). The technology of ratings then and now; hiding in plain sight. *Financial Markets, Institutions & Instruments*, 25(1), 49-74.

***New Jersey City University***  
***Finance: Bond Ratings***

The subprime crisis seriously undermined the credibility of the rating agencies and their approach to analyzing credit risk. Along with other identified problems with bond ratings, this study investigates the issue that the technology used by the ratings agencies is at best dated and little changed since John Moody published his first bond ratings in 1909. The study compares the predictive accuracy of Moody's bond ratings with the structural modeling approach of Vassalou and Xing (2004), using railroad data from the Great Depression. Study results show that the structural modeling approach outperforms the expert judgment incorporated in Moody's bond ratings from that period.

*John T. Donnellan is a member of the faculty at New Jersey City University.*

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Wu, J., Al-khateeb, F. B., Teng, J.-T., & Cárdenas-Barrón, L. E. (2016). Inventory models for deteriorating items with maximum lifetime under downstream partial trade credits to credit-risk customers by discounted cash-flow analysis. *International Journal of Production Economics*, (171), 105-115.

***William Paterson University***  
***Decision Sciences: Supply Chain Management***

Getting loans from banks are almost impossible after the 2008 global financial crisis. As a result, about 80% of companies in the United Kingdom and the United States offer their products on various short-term, free-interest loans (i.e., trade credit) to customers. Numerous researchers and academicians apply discounted cash flow (DCF) analysis merely to compute the interest earned and charged during the credit period but not to the revenue and other costs which are considerably larger than the interest earned and charged. For a rigorous analysis, the DCF on all relevant costs is applied. In addition, many products deteriorate continuously and cannot be sold after their maximum lifetimes or expiration dates. However, very few researchers and investigators have implemented the product lifetime expectancy into their models. In this paper, a supplier-retailer-customer chain system is developed in which the retailer gets an upstream full trade credit from the supplier whereas offers a downstream partial trade credit to credit-risk customers, the deterioration rate is non-decreasing over time and near 100% particularly close to its expiration date, and DCF analysis is applied to compute all relevant costs. This paper demonstrates that the retailer's optimal replenishment cycle time not only exists but also is unique. Thus, the search of the global optimal reduces to finding a local solution. Finally, several numerical examples and sensitivity analysis are performed in order to illustrate the problem and obtain managerial insights.

*Jinn-Tsair Teng is a member of the faculty at William Paterson University.*

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Wu, J., Chang, C.-T., Cheng, M.-C., Teng, J.-T., & Al-khateeb, F. B. (2016). Inventory management for fresh produce when the time-varying demand depends on product freshness, stock level and expiration date. *International Journal of Systems Science: Operations & Logistics*, 3(3), 138-147.

***William Paterson University***  
***Decision Sciences: Inventory***

In today's health-conscious markets, the demand for fresh produce is growing constantly. Additionally, the demand for fresh produce also depends on how fresh it is and the size of its shelf space for displayed stocks which may attract more consumers to buy it. Furthermore, perishable or deteriorating items deteriorate over time and their expiration dates are often an important factor in consumers' purchase decision. As a result, in this paper, we assume that the demand for fresh produce is a time-varying function of its freshness, displayed volume, and expiration date. With the demand being freshness-and-stock-dependent, it may be profitable to maintain high stock level at the end of the replenishment cycle. Hence, we relax the traditional assumption of zero ending inventory to non-zero ending inventory. Consequently, the proposed objective is to determine the optimal replenishment cycle time and ending inventory level in order to maximize the annual total profit. Then we prove that the annual total profit is strictly pseudo-concave with respect to both decision variables, which simplifies the search for the global solution to a local optimal. Numerical examples are then presented to highlight the theoretical implications and managerial insights.

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Wu, J., Skouri, K., Teng, J.-T., & Hu, Y. (2016). Two inventory systems with trapezoidal-type demand rate and time-dependent deterioration and backlogging. *Expert Systems with Applications*, 46(C), 367-379.

***William Paterson University***  
***Decision Sciences: Trapezoidal Demand***

The demand rate for seasonable/fashionable products, in general, fluctuates through their life cycle, initially increases during the growth phase, then remains practically constant in the maturity phase, and finally decreases in the decline phase. Consequently, their demand rate can be reasonably depicted by a trapezoidal-type pattern, which includes constant, increasing, decreasing and ramp-type demand patterns as special cases. Recently, inventory models for deteriorating items with trapezoidal-type demand have been developed to minimize the total cost over the planning horizon (see Cheng & Wang, 2009; Skouri & Konstantaras, 2009; Cheng et al., 2011; Lin et al., 2014). However, in these models the purchasing cost is excluded from the total cost. As a result, this implies an underestimation of the lost sales cost. In the present paper, previous studies regarding inventory models with trapezoidal-type demand rate are extended and completed by (1) discussing two inventory systems starting with and without shortages, (2) including the purchasing cost into the total cost, (3) extending the deterioration rate to any time-varying rate, (4) taking into consideration the time value of money (5) maximizing the net present value of total profit. Therefore, many previous inventory models become special cases of the present model.

*Jinn-Tsair Teng and Yihang Hu are members of the faculty at William Paterson University.*

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Yang, J. G. S. (2016). Corporate inversions-Rules and regulations. *Journal of International Taxation*, 27(6), 37-47.

***Montclair State University***  
***Taxation: Corporate Inversion***

This article discusses what a corporate inversion is, and why it happens only in the United States. It points out three defects in the United States tax law—high corporate tax rate, worldwide tax system, and deferral of tax for a foreign corporation. This paper further figures out tax savings of a corporate inversion. It employs the cases of McDermott and Burger King-Tim Hortons as examples to demonstrate the mechanics of a corporate inversion. Further, this article reveals the abuse of this tax strategy, and the Internal Revenue Service's Notice 2014-52 that attempts to put a halt to it. In addition, this article explains these new tax regulations which concern the hopscotch loan, income stripping, de-controlling of a foreign corporation, access to the earnings of a controlled foreign corporation, earnings skinny-down, and spinversion. Moreover, this article offers many strategies to alleviate the high corporate tax liability.

*James G. S. Yang is a member of the faculty at Montclair State University.*

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Yang, J. G. S. (2016). Current developments in corporate inversions. *Journal of Taxation of Investments*, 33(2), 45-58.

***Montclair State University***  
***Taxation: Corporate Inversion***

The highly controversial “corporate inversion” strategy has become so abusive in recent years that it has triggered legislative and regulatory actions to curb it. The strategy stemmed from the many differences in the tax treatment of domestic transactions versus international transactions. This article explains how a corporate inversion strategy takes advantage of these disparities, and reveals the purposes that a corporate inversion is intended to achieve, such as dividend distribution from a controlled foreign corporation without paying U.S. tax and a lower tax rate in a foreign country.

*James G. S. Yang is a member of the faculty at Montclair State University.*

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Yang, J. G. S., & Aquilino, F. J. (2016). State income tax on economic nexus of Internet commerce. *Journal of Internet Law*, (October), 12-21.

***Montclair State University***  
***Accounting: Internet Commerce***

This article discusses an emerging issue as to whether a state government can impose state income tax on an out-of-state online seller. This seller derives profit from the state, but has no connection. The problem involves the concepts of “physical presence” versus “economic nexus.” The former argues on the ground of a place of business, while the latter on the basis of economic benefits. Many cases went to the courts for rulings. This article explains some of them. This article also investigates the newly enacted “Marketplace Fairness Act of 2013” and points out that this Act actually has unified both concepts. That is, the concept has been evolving into the principle of “economic nexus.” This article further reveals three states that have actually enacted tax law to impose state income tax on the out-of-state online sellers based on the reason of “economic nexus.” This article also points out the future development of economic nexus and identifies the problems involved.

*James G. S. Yang and Frank J. Aquilino are members of the faculty at Montclair State University.*

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Yang, J. G. S., & Aquilino, F. J. (2016). Corporate inversion strategies versus anti-inversion treasury regulations. *Taxes-The Tax Magazine*, 94(8), 47-53.

***Montclair State University***  
***Taxation: Corporate Inversion***

This article discusses what a corporate inversion is. It is a strategy that is designed to take advantage of differences in tax systems between the U.S. and other countries. This article reveals many of these differences, such as high tax rate, worldwide income tax versus territorial income tax, and deferral of tax liability. They breed tax loopholes. This article points out many strategies by using these deficiencies. This article shows that these strategies have become increasingly abused. As such, it has triggered the United States Treasury Department to issue anti-inversion regulations, such as IRC §7874, IRS Notices 2014-52 and 2015-59, and TD 9761. This article investigates some details of these regulations, and provides examples for illustrative purposes.

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Yang, J. G. S., & Aquilino, F. J. (2016). The updated status of Internet commerce tax law. *Journal of Internet Law*, 20(2), 3-13.

***Montclair State University***  
***Accounting: Internet Commerce***

This article updates the current status of Internet commerce taxation. It points out where the tax problem is – the sales tax-collecting duties. This article reveals the evolution of the concept from “physical presence” to “economic nexus.” This article cites six cases to explain these concepts. It identifies three major tax laws involving Internet commerce taxation: the “Internet Tax Freedom Act of 1998,” the “Streamlined Sales and Use Tax Agreement,” and the “Marketplace Fairness Act of 2013.” This article investigates some details. This article further points out that the concept of “economic nexus” has become the emerging trend of development in the future. It cites New York’s “Amazon Tax” as evidence. This article provides many examples for illustrative purposes.

*James G. S. Yang and Frank J. Aquilino are members of the faculty at Montclair State University.*

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Yang, J. G. S., & Aquilino, F. J. (2016). Income stripping strategies between states. *Practical Tax Strategies*, (November), 201-208.

***Montclair State University***

***Taxation: State Income Tax***

This article points out that there are differences in tax rates among states. This disparity encourages a taxpayer to shift income from a high-tax rate state to a lower one. It is also quite different in state tax law governing the rules in determining the taxable income and deductible losses. This gap further provides a taxpayer with an opportunity to maneuver these income and loss items between two states so as to minimize the tax liability. This article develops such a concept that is termed “income stripping strategy.” In this process it triggered disputes between the taxpayers and the state as to whether a state government can impose tax on an out-of-state taxpayer without physical presence. This article cited three court cases for investigations. This article further offers taxpayers guiding principles in carrying out the strategy.

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Yang, J. G. S., & Aquilino, F. J. (2016). Corporate tax inversions-The current state of affairs. *NATP Taxpro Journal*, (November), 25-33.

***Montclair State University***

***Taxation: Corporate Tax Inversion***

This article discusses what a corporate tax inversion is and its impact on the United States tax base. It points out several factors that cause this transaction to happen—high tax rates, worldwide income tax, and deferral of tax liability. This article describes some strategies that are employed by the inversion players, such as earning stripping. It emphasizes the benefits of using a controlled foreign corporation as an inversion strategy. A few examples are provided for illustrative purposes. This article also investigates the United States Treasury Department's anti-inversion regulations that are intended to curtail the abuses of inversion—IRC §7874, IRS Notices 2014-52 and 2015-79, and TD 9761—and offers advice to the inversion players about the possible adverse effect on the transaction.

*James G. S. Yang and Frank J. Aquilino are members of the faculty at Montclair State University.*

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Yang, J. G. S., & Lauricella, L. J. (2016). State actions and judiciary decisions on e-business taxation. *Today's CPA*, 43(4), 24-29.

***Montclair State University***

***Taxation: E-Business Taxation***

By 2011 e-business has reached \$193 billion a year that accounts for 4.6% of the total retail sales. It involves \$27 billion in sales tax. It is unquestionable that the Internet commerce is the driving engine in today's economic recovery. However, there is a growing problem. Sales tax belongs to the jurisdiction of the state and local governments. When the seller and the buyer do not reside in the same state, who is responsible for collecting sales tax? The state government has no authority over an out-of-state seller; whereas, the in-state buyers, more often than not, ignore their use tax paying duties. As a consequence, the state governments stand to lose a huge amount of sales tax revenue. By a recent estimate, the lost sales tax revenue amounted to \$8.6 billion in 2010. The stake is enormous. The problem has been becoming more serious recently as most businesses today move to the Internet. The operation is borderless and the seller is often out-of-state. In fact, the Commerce Clause of the United States Constitution provides for guidance. It concerns the concept of due process. It means that an out-of-state seller is not required to collect sales tax from the in-state buyers unless there is a minimum connection between the seller and state. However, the concept of due process was ambiguous and the requirement for minimum connection was not well defined. In the past fifty years there were at least a dozen cases that went to the U.S. Supreme Court for rulings. In a landmark decision in a *Quill v. North Dakota* case in 1992 it required physical presence of an out-of-state seller in the state to collect sales tax. Nevertheless, time has changed.

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The Internet age has arrived. Nowadays, most transactions are executed online. Many sellers do not need physical presence in a state to derive economic benefits. The requirement of physical presence is now evolving into the concept of economic nexus. The online business makes the sales tax collecting problem much worse. In an effort to collect sales tax from the out-of-state sellers many state governments have taken actions in the last three years. In 2008 the New York State legislature enacted the so called "Amazon Tax Law" that requires a remote online retailer to collect sales tax from buyers in New York. The case is upheld by the New York Supreme Court, but it is under challenge by Amazon.com in the U.S. Supreme Court now. In 2009 the City of New York filed a lawsuit against Hemi Group, seeking financial compensation for failure to submit the buyers' information. The case was ruled against the City of New York by the U.S. Supreme Court. In 2010 North Carolina issued an order to Amazon.com to submit the purchasers' names, addresses, and nature and amounts of purchase. The case was ruled in favor of Amazon.com by a Federal District Court in Washington. In 2010 the Colorado State legislature enacted a tax statute that requires an out-of-state seller to inform the in-state buyers of their use tax paying duties. The case was ruled against Colorado by a Federal District Court in Colorado. The above controversies clearly indicate that there is a horrendous problem in e-business taxation today. All e-business sellers must know whether they are required to collect sales tax from the in-state buyers. Likewise, the buyers must also be aware of whether they should pay sales tax to the seller or must pay use tax to their own state government. This paper will investigate the arguments for and against the cases in court. It will further point out the current developments.

*James G. S. Yang and Leonard J. Lauricella are members of the faculty at Montclair State University.*

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Yang, J. G. S., & Lee, J. Z.-H. (2016). Important aspects of the new consolidation accounting standards. *Taxes-The Tax Magazine*, 94(9), 35-41.

***Montclair State University***  
***Accounting: Accounting Standards***

The accounting standards for consolidated financial statements have been completely changed. The changes concern the treatment of acquisition costs, the measurement of goodwill, the nature of non-controlling interest, the problem of step acquisition, among other topics. This paper discusses some of them. It will point out the difference between the old and the new accounting standards. The most noticeable change involves the amount of goodwill. In the past, goodwill represents the parent company's share, while now it includes the non-controlling interest as well. Another significant departure from the old standards is the nature of the non-controlling interest. In the past it was treated as a liability, while, today it is considered as equity. These differences have far-reaching consequences on consolidated financial statements. This paper will derive an equation to measure its value. Many examples will also be provided.

*James G. S. Yang is a member of the faculty at Montclair State University.*

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Yang, J. G. S., Meziani, A. S., & Shen, Y. (2016). Understanding Apple's global tax strategy in Ireland. *International Tax Journal*, 42(6), 41-50.

***Montclair State University***

***Taxation: International Taxation***

On August 30, 2016, the European Commission ordered Apple to repay \$14.5 billion to the Irish government for receiving illegal tax subsidies. This article explains some details of the charges and Apple's defense. It points out three tax loopholes in U.S. international tax law that caused Apple to move to Ireland: high U.S. tax rate, worldwide income tax policy, and the deferral tax option. The article investigates how Apple took advantage of these tax loopholes in formulating its tax strategies. It further examines the Commission's three accusations: special tax status, reduced tax, and misrepresentation of business performance. Apple counter-argued that it simply followed its agreement with the Irish government, that it paid all taxes, and that it did nothing illegal. Apple denies all charges. This article elaborates on these points.

*James G. S. Yang and A. Seddik Meziani are members of the faculty at Montclair State University.*

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Yang, J. G. S., Poon, W. W., & Lauricella, L. J. (2016). Defects in foreign tax credit rules. *International Journal of Accounting and Finance*, 6(1), 27-32.

***Montclair State University***  
***Taxation: Foreign Tax Credit***

This article identifies and discusses some defects and inconsistencies in the application of the foreign tax credit rules. A U.S. taxpayer may have income from U.S. and from foreign sources, but both are subject to U.S. taxation. However, the U.S. tax related to the foreign-sourced income is allowed to be offset by the foreign tax credit. The amount of foreign tax credit allowed depends on whether the foreign-sourced income is taxed at a regular rate or at a reduced rate. The latter involves the concept of “rate differential portion.” This article explains the details and provides a formula. This article further introduces the newly enacted “net investment income tax,” and explores its impact on the determination of the foreign tax credit. In addition, this article reveals that, under current law, the application of the “rate differential portion” is biased against those taxpayers who are in the lower-tax rate brackets. This article further points out that no foreign tax credit is allowed against the U.S. “net investment income tax” imposed on foreign-sourced income. It is possible this income will be subject to double taxation. This article also provides a comprehensive example and offers some tax planning strategies.

*James G. S. Yang, Wing W. Poon, and Leonard J. Lauricella are members of the faculty at Montclair State University.*

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Zhang, M., Wang, Z., & Mao, Q. (2016). Signaling revisited: Stock repurchases in the 1990s. *Journal of Business and Economics*, 7(12), 1983-1994.

***New Jersey City University and Kean University***  
***Finance: Stock Repurchase***

The purpose of this paper is trying to test whether open-market stock repurchase announcements are still a signaling event. Using tender-offers as a benchmark, the study looks at open-market repurchases from several perspectives. Evidence includes short-term and long-term market reactions, accounting fundamentals, insider trading behavior, and analysts' forecast revisions. The consensus of the evidence is that: although tender-offer repurchase announcements are still a signaling device, open-market repurchases have little if any signaling content. Open-market repurchase announcements appear to provide an incentive for managers to conduct earnings management.

*Mingshan Zhang and Zhimin Wang are members of the faculty at New Jersey City University. Qian Mao is a member of the faculty at Kean University.*

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Zhang, Y., Chen, W., Xu, R., & Black, J. (2016). A cluster-based method for calculating baselines for residential loads. *IEEE Transactions on Smart Grid*, 7(5), 2368-2377.

***Rutgers University-Newark and New Brunswick  
Decision Sciences: Baseline Estimation***

In order to deal with peak electric load, utility companies have to invest heavily in infrastructure and system capacity, which is under-utilized during non-peak periods. Alternatively, innovative mechanisms have been proposed to increase system utilization by curtailing or shifting peak electricity demand. One such mechanism is economic demand response (DR), which offers financial incentives to customers to reduce their peak loads. A critical issue in DR implementation is to accurately estimate the load reduction by triggering a DR event, such that utility companies can estimate the achievable savings, and hence determine the amount of incentives and the number of customers to trigger the event. To this end, this paper develops a cohort-based baseline method that can improve the estimation accuracy compared to traditional industry methods. The cohorts, groups of consumers with similar electricity consumption patterns, are first developed from each customer's historical electricity usage on normal nonevent days. Then, when a DR event is triggered, the baseline load for DR participants are established using event-day metered load of nonparticipating cohort members. This method implicitly incorporates weather and other complex factors into the baseline. Using actual utility meter data, our method is compared with several traditional methods, and has shown significant advantages on estimation accuracy, stability and robustness. This technology was part of GE's PowerOn™ Precision Demand Response Management System deployed at four North American utilities.

*Weiwei Chen is a member of the faculty at Rutgers University-Newark and New Brunswick.*

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## SECTION 3: TEACHING NOTES

This section contains examples of excellence in the classroom.

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### *How Does a Soda and a Hamburger Turn into a Study Abroad Project?*

**Dana Benbow**  
**Centenary University**

Catherine Elliott  
Manchester Metropolitan University

**David Perricone**  
**Centenary University**

There is an old saying that many deals are done on the golf course, but how about brainstorming for a study abroad project over a soda and a hamburger? This is what happened when three professors from Centenary University and one from Manchester Metropolitan University in the U.K. met for dinner during a hot summer day.

The discussion over dinner led to multiple collaborative Skype™ calls with the sports management professors from both schools. The decision was reached to conduct a joint project that would have students form cross-organizational teams and execute sports-based fund-raising events by the teams in the U.K. during spring break. The timing for the events coincided with Centenary's spring break, which facilitated final planning and conduct of the events with the students face-to-face in Manchester.

### Objectives

There were multiple objectives that both universities wanted to achieve from this project. Many of them evolved from the initial concept of having students from different cultures working together and learning about the global sports industry, but also about life. The following is a list of objectives targeted:



- Conduct a short-term study abroad experience.
- Engage students in global sports management experience on both the theoretical and practical levels.
- Broaden the base of disciplinary knowledge with global sports management.
- Conduct projects with clear student deliverables and evidence of learning.

It was our hope that the results of this project would provide inspiration to other colleagues and programs to pursue similar projects by developing relations with additional institutions. However, as importantly, we hoped to broaden student participation in global studies more economically than a full study abroad semester. Finally, we are hopeful that the project provides a meaningful platform to share emerging education and programmatic innovation.

Separate Event Management course syllabi at both institutions were modified to integrate the blended project. This enabled the project to fit within the existing curricula at both institutions. Where possible, common assessment instruments and criteria were utilized and all faculty reviewed and discussed grading for each of the groups to ensure a consistent feedback message was delivered. In addition, each institution delivered lectures to the combined classes via Skype™. Industry practitioner calls were conducted to enhance student engagement with sports management practice in the event management arena in both markets.

There were several activities directly associated with the learning outcomes of the Event Management course completed by the students. We focus here on those activities unique to the collaborative structure of this course for the Centenary students:

- Students utilized various electronic communication tools to connect to their chosen group and develop distance management and team participation skills.
- Students developed sponsorship campaigns for a remotely conducted event.
- Students utilized event management techniques (e.g., project planning, project goal setting, role assignment and definition, customer satisfaction assessment, etc.) in both theoretical and practical settings. The theoretical application occurred in the project proposal and plan. The practical application occurred in the event management, event debrief, and video of actual event.
- Students attended classes while in the U.K. gaining unique exposure to the approach taken to teaching sports management in a global environment.

Additionally, several unique experiences were created for the participating students that could not otherwise have been generated but through a study-abroad experience. We highlight a few of these from our perspective:

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- Four of the five participating students made their first trip abroad.
  - To varying degrees and dependent on personalities, the students actively engaged with their peers in both social and educational settings.
  - Students gained exposure to higher education as conducted in a global setting.
  - Students gained unique exposure to key U.K. sports activities with tours of sports venues, attendance at live sports events, and direct interactions with practitioners in varied sports environments.
  - Students participated in a U.K. academic conference on sports management research.

While there are multiple refinements suggested from our review of the project, we are convinced of the inherent value of these types of projects for student learning and experience. Additionally, we find added evidence of the need to share learning experiences with each other and brainstorm to create new projects that will help students learn more than definitions from a textbook. That is what happened over a soda and hamburger when instructors demonstrated a willingness to brainstorm possibilities.

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***Bloomberg Terminals and Supply Chain Financial Management***

**Xin Tan**  
**Sorin Tuluca**  
**Fairleigh Dickinson University**

In this teaching note, we discuss the design and implementation of a cross-disciplinary course that helps students in MS Supply Chain Management (SCM) develop an understanding of financial concepts. In particular, we describe how students' learning is supported and enhanced by the use of extensive financial information, functions and analysis available through Bloomberg terminals.

**Background** – We were requested to design and teach Global Supply Chain Finance, a course that demonstrates how successful management of the supply chain activities and processes tie to the financial systems, objectives and performance of the firm. Given the inter-disciplinary nature of the course, one professor from finance and another professor from SCM teamed up to design the course and jointly taught the course in the spring 2017 semester.

**Design** – We identified several key areas in supply chain management, which have direct impact on the firm's financial performance, liquidity and solvency. We also determined the financial metrics that should be used for supplier evaluation and selection, as well as supplier development. To help students apply financial knowledge to supply chain tasks of real firms, we decided to embed Bloomberg terminals in lectures and projects. Bloomberg terminals provide real world financial data and extensive financial analysis functions. We believed that such resources would enhance our students' learning.

**Implementation** – We divided the course into two modules: finance and supply chain finance management. One third of class time was devoted to introducing finance concepts and techniques that are relevant to supply chain managers. Two thirds of class time was focused on applying finance to supply chain management tasks. The following highlights how Bloomberg terminals were integrated in teaching and learning.

- At the beginning of the finance module, students were required to take Bloomberg Market Concepts, an online training program available through Bloomberg terminals that provides basic concepts of economics, currencies, fixed income and equity valuation. This training was necessary to familiarize students with the Bloomberg terminal and to give students a basic understanding of economics and international trade. Students in the MS SCM program do not have courses in either of these topics in their program.

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- Students learned financial statements and financial ratios, by retrieving historical and current financial data of public companies from Bloomberg terminals. This gave the students a sense of real world rather than using textbook fictional examples. Students were requested to calculate financial ratios based on the data and compared their findings with the ones reported in Bloomberg terminals to practice their newly acquired knowledge.
  - An advanced Bloomberg function, Supply Chain Analysis (SPLC), was introduced to help students explore major suppliers and customers of public companies. Later in the course, a project was given to students that required them to identify a major supplier to Tesla, and then find financial data to calculate the supplier's Altman's Z-Score, as a bankruptcy predictor, for the past three years. This exercise was based on the previously introduced financial ratio analysis and was meant to teach students how to assess the viability of a supplier. Suppliers going bankrupt would disrupt the supply chain and cause great loss to the buying company.
  - In another project, students were asked to conduct a DuPont Model analysis on specific public companies. Historical financial data were retrieved from Bloomberg terminals as the project required students to identify the changes in assets turnover and profit margin and to discuss how supply chain management initiatives may have contributed to such changes. In addition, using such real world data from Bloomberg terminals, students learned how to conduct what-if analysis to evaluate the impact of supply chain initiatives on the firm's financial performance.
  - The students also worked on a group project that was based on the methodology used in Gartner Supply Chain Top 25. Each group first chose three or four companies in an interested industry, such as beverage, consumer products, and retailers. Next, each group would analyze the supply chain characteristics of its chosen industry and determine what financial ratios and other indicators can be used to assess individual companies' supply chain efficiency. Over a period of one month, extensive financial data were collected from Bloomberg terminals to calculate the financial metrics and rank the companies. In addition, Bloomberg Intelligence (BI), a Bloomberg in-house research arm, provided in-depth analysis and data sets on industries and companies that greatly enhanced students' learning in the project. In this integrated project, students applied all relevant financial concepts and techniques in evaluating real companies' supply chain efficiency in a particular industry.

**Reflections** – We found the use of Bloomberg terminals brought relevance to the student learning. By retrieving real data students felt that they analyze a real business rather than some textbook examples that might not have been taken with the same degree of seriousness. For students in MS Supply Chain Management program who had little prior knowledge in finance, Bloomberg’s abundant resources in financial data gave every student a chance to explore some companies or industries that were relevant to the topic. The connection to the real world was an important factor that motivated our students to learn a relative new field. Moreover, the financial data available in Bloomberg are more reliable and have greater validity than that from other sources. After comparing financial data from different sources, our students realized the importance of accurate data for financial analysis and decision-making.

**Future Developments** – We are exploring more features and functions available in Bloomberg and how to relate them to supply chain management. One direction we plan to explore is the global supply chain management, especially how to evaluate and select international suppliers for US-based companies. Another interesting direction is to investigate certain transportation-related features that Bloomberg provides. For instance, one can trace in Bloomberg a vessel and find out when it will arrive in the port of destination. Clearly, that would be extremely valuable for supply chain. We believe that supply chain specific functions will give more hands-on practice and real-world exposure to our students who would develop solid knowledge and understanding of the role of finance in supply chain. We hope that this exposure to Bloomberg as an information system and analysis platform would provide students with the necessary skills to use any such system that their companies would have, thus ensuring the success of their career goals in the supply chain management field.

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***Real World in a Finance Class: Teaching with Bloomberg Terminals***

**Sorin Tuluca**  
**Burton Zwick**  
**Fairleigh Dickinson University**

In the financial world, Bloomberg terminals are widely used by traders of financial instruments. Recently, Fairleigh Dickinson University leased twenty-four Bloomberg Terminals, twelve for each of its two New Jersey campuses.

**Background** - The Silberman College of Business at Fairleigh Dickinson University requires all the students in the finance and accounting B.S. programs to take Intermediate Financial Analysis. In this course, students are introduced to the Bloomberg terminals and asked to become Bloomberg Market Concepts (BMC) certified. BMC is an eight hour self-guided tutorial including one hour for the economy, another for exchange rates, and six hours divided between fixed income and equity markets. This certification provides all students in accounting and finance with a good initial exposure to the Bloomberg Terminals and ensures familiarity with navigating the terminals.

Many students at FDU and elsewhere find standard finance courses to be somewhat dry and removed from their every day, real world experience. This lack of enthusiasm results in part because text books in finance, and perhaps in other courses, are necessarily static in nature. Bloomberg terminals provide students an opportunity to relate to the problems in finance in a live, real time manner gaining a feel for actual business organizations. Using the tools of finance on a Bloomberg terminal is inherently dynamic largely because one can quickly change the data, access new data, and test alternative assumptions quickly. A survey of the syllabi and white papers on the Bloomberg Institute website showed that in most cases students are given projects using the Bloomberg Terminals after completing the BMC certification.

**Design** - The authors of the note believed that Bloomberg Terminals can go beyond supplying data for projects and can enrich the learning of different financial topics. In addition, such dynamic teaching of finance would better prepare students for the individual projects assigned for the class (the authors did assign a number of Bloomberg projects.)

The Intermediate Financial Analysis course has twenty-eight sessions (twice weekly for fourteen weeks) and a final exam. Six of the twenty-eight sessions take place in the Bloomberg labs where up to twenty-two students share 11 terminals. The 12<sup>th</sup> terminal is linked to a Smart Board and is used by the instructor. Prior to each of these sessions, the students study material to be covered in the Bloomberg lab session.

With the exposure to the relevant material and the facility from completing BMC, the students are ready for real world type interaction with data to test and apply the material.

**Implementation** - The six Bloomberg sessions were organized as follows:

**Introduction and GDP:** The first session was primarily introductory including registration on Bloomberg and a review of the many Bloomberg series on output, inflation and other macro variables. Students could also go to the section on the Federal Reserve and monetary policy to relate the macro data they observed with what Federal Reserve officials said at the previous meeting or meetings of the Federal Open Market Committee (FOMC).

**Exchange rates:** In this session, we used the tables showing exchanges rate (direct and indirect) and used these to compute cross rates. Students could easily compare actual exchange rates with those implied using cross rates. A similar exercise involved interest rate parity. As with actual and implied exchange rates, students could quickly compare global interest rate spreads with the relation between spot and forward exchange rates.

**Fixed income:** In this session, we first looked at interest rates, bond rates for specific companies, risk spreads, and the term structure of interest rates. One interesting exercise was to compare yield curves from different dates, quickly referencing pertinent macro data as well as the press releases of the FOMC.

**Equity (three sessions):** The first equity session covered financial analysis such as liquidity and debt-equity ratios. Bloomberg shows DuPont analysis for companies, allowing students to understand the under- or over-performance of a particular company relative to the overall market and its relevant industry sector.

The second session dealt with valuation. Students could apply both the CAPM and DDM models and see how closely these models could represent the actual value of individual stocks. They could see more clearly than otherwise the realism of the valuation models.

The third and final equity section covered the weighted-average cost of capital, WACC. Students could easily vary the weights of debt and equity in the capital structure, and the required returns on debt and equity, and observe changes in WACC.

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**Reflections** - We believe the Bloomberg experience benefits finance students in two ways. As mentioned above, students experienced a hands-on analysis of each topic in business finance, using a wide range of data and testing alternative assumptions in a manner that would be impossible without the Bloomberg terminals.

Second, the students became familiar and comfortable with the Bloomberg terminals. Given the widespread use of Bloomberg terminals in the financial sector, this knowledge will help students in almost any position in finance. At the same time, the BMC certification enhances the students' marketability and visibility. Once BMC certified, students enter into the Bloomberg database that is screened by potential employers.



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***Investment Club at Metro Campus***

**Xiaohui Yang**  
**Fairleigh Dickinson University**

My teaching experience taught me that the most efficient way of teaching is to foster curiosity among students and guide them through the learning process with well-organized lectures. To motivate students and help them get the most of their time at Fairleigh Dickinson University, I am developing a finance club on the Metro campus which targets at providing a forum for students who are interested in finance careers.

The finance club commits to equipping students with a toolset for success in real-world situations. For this purpose, the finance club helps students understand the current financial market and learn how to pick stocks and make investments. We discuss the current financial news and encourage students to analyze the market from both a country and industry wide perspective as well as an individual company perspective. We also introduce the specific investment strategies and explore profitable strategies from news and events.

In addition, the finance club provides students with comprehensive knowledge of financial market while learning how to use Bloomberg to obtain practical knowledge and experience. We introduce the basic functions of Bloomberg and teach students to use Bloomberg to analyze news, understand companies' fundamentals, and explore investment strategies. Students are encouraged to complete Bloomberg Market Concepts and receive a Bloomberg certification which can boost their credentials for getting an internship or employment.

More importantly, the finance club offers students opportunities to build connections with alumni on Wall Street through activities such as sponsoring trips to Wall Street. On Oct 27, 2016 and Apr 21, 2017, I led students from Metro campus to visit Bloomberg's headquarters, Raymond James Trading Floor, Jefferies, the BATS exchange, and IEX exchange in New York City. Students were excited and showed strong interests in learning practical financial market operations. They listened to the presentations and asked questions about careers on Wall Street. One of the students emailed me that "This was one of the most exciting and rewarding experiences since I enrolled here. I look forward to participating in more events in the near future."

The finance club provides me with good opportunities to interact with students, making me feel rewarded for helping students move towards their career goals.

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***Entrepreneurship Educational Experiences*****Cesar Bandera****New Jersey Institute of Technology**

NJIT's mission statement includes entrepreneurship and regional economic development. Given that entrepreneurship initially consumes more personal time and money than other career choices and is commonly associated with high risk, we endeavor to teach skills and expose students to ecosystems that improve the odds of entrepreneurial success. These skills include working knowledge of fundraising, internal controls, team building, regulatory compliance, pro-business legislation, virtualization, market research, and sales.

**Working in Entrepreneurial Ecosystems**

NJIT hosts the Enterprise Development Center (EDC), one of the nation's largest technology startup incubators with ninety new ventures generating \$80M/year in revenue and investments. NJIT entrepreneurship courses integrate the classroom with this ecosystem, and students have the option of launching their own startup or developing actionable work products for these ventures including product focus groups and surveys, secondary market research, financial projections, pricing models, grant proposals, and crowdfunding campaigns. In addition, roughly 300 students/year work at the EDC as interns. The variability of markets and levels of company maturity and the unpredictable nature of startup environments make offering students this real-world experience more of a challenge for the instructor than classroom exercises. Instructors manage the diverse requirements and expectations of EDC ventures, and ensure that ventures receive actionable results from students while the students receive an education that is broad, deep, and practical. Every year, more ventures from the EDC, out of state, and overseas request to participate, further enriching the student experience.

**Peer Review**

Entrepreneurs are continuously evaluated by existing and potential clients, vendors, subcontractors, investors, bankers, and collaborators. This highlights the importance of verbal and written communications skills and the ability to convincingly articulate complex business concepts to skeptical audiences. A key component in our classes is teaching students the evaluation criteria used by these different audiences. By teaching students the criteria by which entrepreneurs are evaluated, students become more critical of their own work. Students also serve as peer reviewers to other students' business plans and to in-class presentations.

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***Assessment of Creativity and Innovation in the Marketing Communications and Social Media Class at Stockton University: Addressing Assurance of Learning Standards (AOLs) and Essential Learning Outcomes (ELOs)***

**Diane M. Holtzman**  
**Stockton University**

Sometimes it may be difficult to frame assignments as real-world experiences for students. However, in the Marketing Communications and Social Media MBA class at Stockton University, having students work with regional small businesses and non-profit organizations on creating integrated marketing communication plans blended well with the course objectives and gave students meaningful assignments that would help community groups. The course is offered at the graduate level as an elective for MBA students and for students in other graduate programs at the University.

The completed projects were added to the students' e-Portfolios to highlight students' communication skills, professionalism, teamwork, program competence, critical thinking, and creativity/innovation. Many of these measurable Essential Learning Outcomes (ELOs) in the project align with the Assurance of Learning (AOLs) assessments needed for the School of Business AACSB accreditation. Although the project encompasses many ELOs/AOLs, creativity and innovation in solving the marketing problems of the community partners were the two standards assessed in the current assessment cycle.

As part of this project student teams worked with representatives from external organizations about the marketing challenges the organizations faced. Students then developed marketing strategies that were integrated in terms of design, message strategy and social media. These experiences provided the graduate students opportunities to hone their skills, acquire new skills, and deepen their relationships within the community as well as with non-profit organizations and small businesses. Importantly, it required students to think creatively in solving the marketing problems faced by the community members and developing innovative ways to address the problems using marketing principles as well as social media.

After meeting their clients, the student teams narrowed the scope of the marketing challenges they would be addressing and determined which strategies, types of marketing collateral (fliers, brochures) and forms of media would be used to address the marketing issues. Through these projects, students refined their professional interactions as they applied theories and lessons into real-world situations. Students learned the importance of flexibility and understanding in working with the clients. In addition students gained additional experience in communicating with the clients through different channels such as emails and phone calls. In addition to these skills, students also developed collaborative teamwork skills in addressing the marketing issues, planning and writing the integrated marketing communications plan, and presenting the plan to the clients and to the class.

The assessment focused on (1) students' knowledge and skills in the development of creative solutions to marketing problems, (2) determining students' competencies in applying marketing concepts, and (3) connecting marketing principles with students' creative solutions. Information from this assessment helped guide revision of the instructional methods in the course as well as course content. Assessment focused on students' approach to addressing marketing problems faced by the organizations; providing multiple marketing approaches for addressing the problems; generating creative solutions to the problems; having solutions align with marketing principles and strategies within a real-world setting; and creating and designing marketing collateral that sent an integrated marketing message.

From these activities, students gained a stronger background in (1) brainstorming and generating innovative and creative ideas that helped address the marketing problems of the community members, (2) working cooperatively with community partners in developing creative solutions to the marketing problems and (3) connecting marketing principles with proposed solutions.

## SECTION 4: PUBLICATIONS BY COLLEGE

This section contains the individual citations sorted in alphabetical order by college. Within colleges, the citations are sorted in alphabetical order by discipline. The disciplines are Accounting, Decision Sciences, Economics, Finance, Information Technology, International Business, Legal Studies, Management, Marketing, Pedagogy, and Taxation. The abstract for a given publication may be found in Section 2. Section 2 lists the publications alphabetically in order of the last name of the first author appearing in the citation.

In this section, the layout of the information for each publication is given below. Multiple citations from the same school are placed under a single heading.

### **College and/or University:**

Citation of the Publication

***Discipline: Specific application***

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**Centenary University:**

McHugh, S. (2016). An evaluation of experientially educated business college graduates. *International Journal of Business Management & Research*, 6(5), (September/October).

***Pedagogy: Experiential Learning***

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**Fairleigh Dickinson University:**

Miranti, P. J., Chandar, N., & Collier, D. M. (2016). *Years of transition: The American Accounting Association, 1991-2016*. Lakewood Ranch, FL: The American Accounting Association.

***Accounting: American Accounting Association History***

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Rozen, H., Bar-Hava, K., & Fried, Z. (2016). Does corporate governance really matter in the public venture capital industry? *International Journal of Disclosure and Governance*, 13(4), 394-417.

***Finance: Public Venture Capital***

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Schiff, J., & Schiff, A. (2016). Get in Gear! *Strategic Finance*, April.

***Finance: Strategy***

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Mozes, H. A., & Rozen, H. (2016). Calculating earnings growth rates for indexes that include unprofitable companies. *The Journal of Investing*, 25(1), 16-24.

***Finance: Strategy and Firm Performance***

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Swartz, E., Amatucci, F. M., & Coleman, S. (2016). Still a man's world? Second generation gender bias in external equity term sheet negotiations. *Journal of Developmental Entrepreneurship*, 21(3), 1-20.

***Management: Term Sheet Negotiations***

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**Fairleigh Dickinson University (continued):**

Swartz, E., Amatucci, F. M., & Coleman, S. (2016). Using a multiple method and mixed mode approach to examine women entrepreneur negotiating styles. *International Journal of Gender and Entrepreneurship*, 8(1), 48-68.

***Management: Women's Entrepreneurship***

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DeMotta, Y., Chao, M. C-H., & Kramer, T. (2016). The effect of dialectical thinking on the integration of contradictory information. *Journal of Consumer Psychology*, 26(1), 40-52.

***Marketing: Dialectical Thinking***

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Coskuner-Balli, G., & Ertimur, B. (2016). Legitimation of hybrid cultural products: The case of American yoga. *Marketing Theory*, 1-21.

***Marketing: Globalization***

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Tuluca, S. A., & Zwick, B. (2016). Bloomberg terminals as a hands on learning tool for applied financial analysis. *International Research Journal of Applied Science*, 7(12), 424-431.

***Pedagogy: Bloomberg Terminals***

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Bear, S. E. (2016). A new career strategies course for undergraduate business students. *Business Education Innovation Journal*, 8(2), 79-84.

***Pedagogy: Career Strategies***

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**Fairleigh Dickinson University (continued):**

McGregor, S. (2016). Costs for decision making: An instructional case of relevant costs and differential analysis of cost reduction alternatives. *IMA Educational Case Journal*, 9(3), Article 3.

***Pedagogy: Relevant Costs***

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Skarbnik, J. H., & Brunetti, F. L. (2016). Compensatory distribution of partnership interests. *Tax Notes*, 150(10), 1137-1143.

***Taxation: Partnership Interests***

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**Georgian Court University:**

Okpokwasili, B. C. I. (2016). Institutions and development: Are some more critical than others? A panel study of 50 countries from 2002 to 2011. *International Journal of Business and Social Research*, 6(8), 43-60.

***Economics: Economic Development***

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Okpokwasili, B. C. I. (2016). Income inequality: Impact of inequality measures on crimes-An analysis of the state of New Jersey. *International Journal of Business and Social Research*, 6(4), 12-27.

***Economics: Inequality Measures***

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**Kean University:**

Zhang, M., Wang, Z., & Mao, Q. (2016). Signaling revisited: Stock repurchases in the 1990s. *Journal of Business and Economics*, 7(12), 1983-1994.

***Finance: Stock Repurchase***

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Li, E., & Han, M. C. (2016). What makes Chinese college students accept and use mobile education applications? *Business, Management and Economics Research*, 2(5), 96-103.

***Information Technology: Mobile Education Applications***

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Choi, S. B., Kim, K., Ullah, S. M. E., & Kang, S.-W. (2016). How transformational leadership facilitates innovative behavior of Korean workers. *Personnel Review*, 45(3), 459-479.

***Management: Transformational Leadership***

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Han, M. C., & Kim, Y. (2016). Can social networking sites be e-commerce platforms? *Pan-Pacific Journal of Business Research*, 7(1), 24-39.

***Marketing: Social Media Commerce***

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**Monmouth University:**

Kisling-Rundgren, A., Paul, D. P., III, & Coustasse, A. (2016). Costs, staffing and services of assisted living in the United States: A literature review. *The Healthcare Manager*, 35(2), 156-163.

***Management: Assisted Living Facilities***

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Paul, D. P., III, & Skiba, M. (2016). Concierge medicine: A viable business model for (some) physicians of the future? *The Healthcare Manager*, 35(1), 3-8.

***Management: Concierge Medicine***

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Skiba, M. (2016). Barefoot, pregnant and (not very) happy: Management and healthcare reasons for paid parental leave in the U.S. *Journal of Business Diversity*, 16(1), 115-123.

***Management: Family Medical Leave Act***

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Borelli, M., Paul, D. P., III, & Skiba, M. (2016). Renal dialysis and its financing. *Hospital Topics*, 94(2), 33-38.

***Management: Renal Dialysis***

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Nersesian R. L. (2016). *Energy economics-Markets, history and policy*. New York, NY: Routledge.

***Pedagogy: Energy Economics***

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**Montclair State University:**

Yang, J. G. S., & Lee, J. Z.-H. (2016). Important aspects of the new consolidation accounting standards. *Taxes-The Tax Magazine*, 94(9), 35-41.

***Accounting: Accounting Standards***

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Askew, S., & Jeffers, A. E. (2016). The proposed expansion in auditors responsibilities. *International Journal of Decision Science*, 7(2), 39-47.

***Accounting: Auditor Responsibilities***

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DiGabriele, J. A., & Lohrey, P. L. (2016). The valuation of economic damages: A case study for the forensic accountant. *Journal of Forensic & Investigative Accounting*, 8(2), 338-348.

***Accounting: Economic Damages***

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Narasimhan, R., & Chung, S. (2016). Is it time for an emission accounting standard in the U.S.? *International Research Journal of Global Business Development*, 5(1), 34-38.

***Accounting: Emission Accounting Standard***

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Jeffers, A. E., Romero, S., Lin, B. B., & DeGaetano, L. A. (2016). Ethical implications of sustainability initiatives in corporations. *International Journal of Decision Science*, 7(1), 27-37.

***Accounting: Ethics***

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**Montclair State University (continued):**

Lohrey, P. L. (2016). Contemporary research in valuation and forensic accounting. (Academic Review). *The Value Examiner*, (March/April), 32-33 & 37.

***Accounting: Forensic Accounting***

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Lohrey, P. L. (2016). Contemporary research in valuation and forensic accounting. (Academic Review). *The Value Examiner*, (May/June), 30-33.

***Accounting: Forensic Accounting***

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Yang, J. G. S., & Aquilino, F. J. (2016). State income tax on economic nexus of Internet commerce. *Journal of Internet Law*, (October), 12-21.

***Accounting: Internet Commerce***

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Yang, J. G. S., & Aquilino, F. J. (2016). The updated status of Internet commerce tax law. *Journal of Internet Law*, 20(2), 3-13.

***Accounting: Internet Commerce***

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Jeffers, A. E., Aquilino, F. J., Naymark, S., & Stojkovic, N. (2016). Impact of corporate inversions. *International Journal of Data Analysis and Information Systems*, 8(1), 19-31.

***Accounting: Tax Inversions***

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DiGabriele, J. A., (2016). The expectation differences among stakeholders in the financial valuation fitness of auditors. *Journal of Applied Accounting Research*, 17(1), 43-60.

***Accounting: Valuation***

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**Montclair State University (continued):**

Mamonov, S., & Koufaris, M. (2016). The impact of exposure to news about electronic government surveillance on concerns about government intrusion, privacy self-efficacy, and privacy protective behavior. *Journal of Information Privacy and Security*, 12(2), 56-67.

***Information Technology: Government Surveillance***

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Mamonov, S., Koufaris, M., & Benbunan-Fich, R. (2016). The role of the sense of community in the sustainability of social networks sites. *International Journal of Electronic Commerce*, 20(4), 470-498.

***Information Technology: Social Network Sites***

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Yang, J. G. S., & Aquilino, F. J. (2016). Corporate inversion strategies versus anti-inversion treasury regulations. *Taxes-The Tax Magazine*, 94(8), 47-53.

***Taxation: Corporate Inversion***

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Yang, J. G. S. (2016). Corporate inversions-Rules and regulations. *Journal of International Taxation*, 27(6), 37-47.

***Taxation: Corporate Inversion***

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Yang, J. G. S. (2016). Current developments in corporate inversions. *Journal of Taxation of Investments*, 33(2), 45-58.

***Taxation: Corporate Inversion***

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***Montclair State University (continued):***

Yang, J. G. S., & Aquilino, F. J. (2016). Corporate tax inversions-The current state of affairs. *NATP Taxpro Journal*, (November), 25-33.

***Taxation: Corporate Tax Inversion***

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Yang, J. G. S., & Lauricella, L. J. (2016). State actions and judiciary decisions on e-business taxation. *Today's CPA*, 43(4), 24-29.

***Taxation: E-Business Taxation***

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Yang, J. G. S., Poon, W. W., & Lauricella, L. J. (2016). Defects in foreign tax credit rules. *International Journal of Accounting and Finance*, 6(1), 27-32.

***Taxation: Foreign Tax Credit***

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Yang, J. G. S., Meziani, A. S., & Shen, Y. (2016). Understanding Apple's global tax strategy in Ireland. *International Tax Journal*, 42(6), 41-50.

***Taxation: International Taxation***

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Yang, J. G. S., & Aquilino, F. J. (2016). Income stripping strategies between states. *Practical Tax Strategies*, (November), 201-208.

***Taxation: State Income Tax***

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**New Jersey City University:**

Bridgelall, R., Lee, E., & Taleqani, A. R. (2016). Sourcing strategy for asphalt production feedstock considering multimodal transport options. *Management Review: An International Journal*, 11(1), 4-31.

***Decision Sciences: Asphalt Production***

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Bridgelall, R., Rafert, J. B., Tolliver, D. D. & Lee, E. (2016). Resolution agile remote sensing for detection of hazardous material spills. *Transportation Research Record: Journal of Transportation Research Board*, 2547, 49-56.

***Decision Sciences: Hazardous Material Spills***

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Dharmadhikari, N., Lee, E., & Kayabas, P. (2016). The lifecycle benefit-Cost analysis for a rural bridge construction to support energy transportation. *Infrastructures*, 1(1), 1-14.

***Decision Sciences: Lifecycle Analysis***

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Park, Y. S., Al-Qublan, H., Lee, E., & Egilmez, G. (2016). Interactive spatiotemporal analysis of oil spills using comap in North Dakota. *Informatics*, 3(2), 1-10.

***Decision Sciences: Spatiotemporal Analysis***

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**New Jersey City University (continued):**

Wilson, B. K., & Donnellan, J. T. (2016). The technology of ratings then and now; hiding in plain sight. *Financial Markets, Institutions & Instruments*, 25(1), 49-74.

***Finance: Bond Ratings***

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McSherry, B., & Wilson, B. K. (2016). Deflation and reflation: The pre-WWI impact on NYSE trading volumes and seat prices. *Journal of Economics and Public Finance*, 2(1), 106-131.

***Finance: Deflation and Reflation***

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Donnellan, J. T., & Rutledge, W. (2016). Agency theory in banking-Lessons from the 2007-2010 financial crises. *International Journal of Business & Applied Social Science*, 2(3), 38-49.

***Finance: Financial Crisis***

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Wen, L., & Wang, Z. (2016). IPO performance of China's mid-cap and small-cap stocks: Do accounting earnings numbers matter? *Journal of International Finance & Economics*, 16(1), 7-20.

***Finance: Initial Public Offering***

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Zhang, M., Wang, Z., & Mao, Q. (2016). Signaling revisited: Stock repurchases in the 1990s. *Journal of Business and Economics*, 7(12), 1983-1994.

***Finance: Stock Repurchase***

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**New Jersey City University (continued):**

Rutledge, W., Donnellan, J. T., & McDonald, M. (2016). Female participation in sport as an indicator of economic success-A review of the literature. *The Transnational Journal of Business*, 1(1), 61-77.

***Management: Women in the Workforce***

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Martirano, M. M. (2016). Transcendental phenomenology: Overlooked methodology for marketing research. *International Journal of Marketing Studies*, 8(3), 58-64.

***Marketing: Transcendental Phenomenology***

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**New Jersey Institute of Technology:**

Davenport, T., & Kudyba, S. P. (2016). Designing and developing analytics-based data products. *MIT Sloan Management Review*, 58(1).

***Decision Sciences: Data Analytics Products***

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Kudyba, S. P. (Ed). (2016). *Healthcare informatics: Improving efficiency through technology, analytics, and management*. Boca Raton, FL: CRC Press/Taylor & Francis Group.

***Decision Sciences: Healthcare Informatics***

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Bandera, C. (2016). Design and management of public health outreach using interoperable mobile multimedia: An analysis of a national winter weather preparedness campaign. *BMC Public Health*, 16(1), 1-15.

***Information Technology: Emergency Preparedness***

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Bandera, C., Bartolacci, M. R., & Passerini, K. (2016). Knowledge management and entrepreneurship: A contradictory recipe. *International Journal of Knowledge Management*, 12(3), 1-14.

***Management: Dynamic Knowledge Creation***

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Ehrlich, M. (2016). The National Science Foundation's lean startup push: I-Corps as a model for international univenture. *Coller Venture Review*, (4), 66-76.

***Management: I-Corps***

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**William Paterson University (continued):**

Chao, M.C-H., Li, F., & Chen, H. (2016). Perceived ethicality of moral choice-The impact of ethics codes, moral development, and relativism. *Nankai Business Review International*, 7(2), 258-279.

***Management: Corporate Ethical Values***

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Liou, R-S., Chao, M. C-H., & Yang, M. (2016). Emerging economies and institutional quality: Assessing the differential effects of institutional distances on ownership strategy. *Journal of World Business*, 51(4), 600-611.

***Management: Ownership Strategy***

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Song, L., Wu, G. J., Feng, S., & Dubinsky, A. J. (2016). Impact of cultural and individual factors on customer choice strategies in China and South Korea: A study in the mobile phone market. *International Journal of Sales, Retailing and Marketing*, 5(2), 3-16.

***Marketing: Customer Choice Strategies***

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DeMotta, Y., Chao, M. C-H., & Kramer, T. (2016). The effect of dialectical thinking on the integration of contradictory information. *Journal of Consumer Psychology*, 26(1), 40-52.

***Marketing: Dialectical Thinking***

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Song, L., Weisstein, F. L., Anderson, R. E., Swaminathan, S., Wu, G. J., Feng, S. & Tan, K. (2016). The effects of expectation disconfirmations on customer outcomes in e-markets: Impact of national culture. *Journal of Marketing Channels*, 23, 217-229.

***Marketing: Expectation Disconfirmation***

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**William Paterson University (continued):**

Chao, M.C-H., & Florenthal, B. (2016). A comparison of global companies' performance on Twitter and Weibo. *International Journal of Business Environment*, 8(3), 242-264.

***Marketing: Micro-Blogging***

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Florenthal, B., & Chao, M. C-H. (2016). A cross-cultural comparison of a global brand's strategies on micro-blogging sites: Sina Weibo vs. Twitter. *International Journal of Online Marketing*, 6(4), 54-72.

***Marketing: Micro-Blogging***

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Florenthal, B. (2016). The value of interactive assignments in the online learning environment. *Marketing Education Review*, 26(3), 154-170.

***Pedagogy: Interactive Assignments***

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## SECTION 5: PUBLICATIONS BY DISCIPLINE

This section contains the individual citations sorted in alphabetical order by discipline. The disciplines are Accounting, Decision Sciences, Economics, Finance, Information Technology, International Business, Legal Studies, Management, Marketing, Pedagogy and Taxation. The abstract for a given publication may be found in Section 2. Section 2 lists the publications alphabetically in order of the last name of the first author appearing in the citation.

In this section, the layout of the information for each publication is given below.

### **Discipline: Specific Application**

Citation of the Publication

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**Accounting: Accounting Standards**

Yang, J. G. S., & Lee, J. Z.-H. (2016). Important aspects of the new consolidation accounting standards. *Taxes-The Tax Magazine*, 94(9), 35-41.

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**Accounting: Advanced Technology**

Tschakert, N., Kokina, J., Kozlowski, S., & Vasarhelyi, M. A. (2016). The next frontier in data analytics: Why CPAs and organizations need to learn to use advanced technology to predict and achieve outcomes. *Journal of Accountancy*, August.

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**Accounting: American Accounting Association History**

Miranti, P. J., Chandar, N., & Collier, D. M. (2016). *Years of transition: The American Accounting Association, 1991-2016*. Lakewood Ranch, FL: The American Accounting Association.

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**Accounting: Artificial Intelligence**

Issa, H., Sun, T., & Vasarhelyi, M. A. (2016). Research ideas for Artificial Intelligence auditing: The formalization of audit and workforce supplementation. *Journal of Emerging Technologies in Accounting*, 13(2), 1-20.

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**Accounting: Audit 4.0**

Dai, J., & Vasarhelyi, M. A. (2016). Imagineering audit 4.0. *Journal of Emerging Technologies in Accounting*, 13(1), 1-15.

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***Accounting: Auditor Responsibilities***

Askew, S., & Jeffers, A. E. (2016). The proposed expansion in auditors responsibilities. *International Journal of Decision Science*, 7(2), 39-47.

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***Accounting: Business Process Management***

Smith, S. S. & Herlihy, M. (2016). The CPAs role in business process management. *New Jersey CPA Magazine*, (July), 16-17.

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***Accounting: Economic Damages***

DiGabriele, J. A., & Lohrey, P. L. (2016). The valuation of economic damages: A case study for the forensic accountant. *Journal of Forensic & Investigative Accounting*, 8(2), 338-348.

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***Accounting: Emission Accounting Standard***

Narasimhan, R., & Chung, S. (2016). Is it time for an emission accounting standard in the U.S.? *International Research Journal of Global Business Development*, 5(1), 34-38.

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***Accounting: Employee Treatment Policy***

Guo, J., Huang, P., Zhang, Y., & Zhou, N. (2016). The effect of employee treatment policies on internal control weaknesses and financial restatements. *The Accounting Review*, 91(4), 1167-1194.

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***Accounting: Ethics***

Jeffers, A. E., Romero, S., Lin, B. B., & DeGaetano, L. A. (2016). Ethical implications of sustainability initiatives in corporations. *International Journal of Decision Science*, 7(1), 27-37.

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***Accounting: Forensic Accounting***

Lohrey, P. L. (2016). Contemporary research in valuation and forensic accounting. (Academic Review). *The Value Examiner*, (March/April), 32-33 & 37.

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***Accounting: Forensic Accounting***

Lohrey, P. L. (2016). Contemporary research in valuation and forensic accounting. (Academic Review). *The Value Examiner*, (May/June), 30-33.

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***Accounting: Fraud***

Smith, S. S. (2016). Using data in the fight against fraud. *New Jersey CPA Magazine*, (March), 6-7.

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***Accounting: Internet Commerce***

Yang, J. G. S., & Aquilino, F. J. (2016). State income tax on economic nexus of Internet commerce. *Journal of Internet Law*, (October), 12-21.

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***Accounting: Internet Commerce***

Yang, J. G. S., & Aquilino, F. J. (2016). The updated status of Internet commerce tax law. *Journal of Internet Law*, 20(2), 3-13.

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***Accounting: Narrative Disclosure***

Henry, E., & Leone, A. J. (2016). Measuring qualitative information in capital markets research: Comparison of alternative methodologies to measure disclosure tone. *The Accounting Review*, 91(1), 153-178.

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***Accounting: Tax Inversions***

Jeffers, A. E., Aquilino, F. J., Naymark, S., & Stojkovic, N. (2016). Impact of corporate inversions. *International Journal of Data Analysis and Information Systems*, 8(1), 19-31.

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**Accounting: Tax Rules**

Abdallah, W. M. (2016). Documentation of transfer pricing: A new global approach. *International Journal of Accounting and Taxation*, 4(2), 37-55.

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**Accounting: Valuation**

DiGabriele, J. A., (2016). The expectation differences among stakeholders in the financial valuation fitness of auditors. *Journal of Applied Accounting Research*, 17(1), 43-60.

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**Decision Sciences: Advance Payments**

Teng, J.-T., Cárdenas-Barrón, L. E., Chang, H.-J., Wu, J., & Hu, Y. (2016). Inventory lot-size policies for deteriorating items with expiration dates and advance payments. *Applied Mathematical Modelling*, (40), 8605-8616.

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**Decision Sciences: Asphalt Production**

Bridgelall, R., Lee, E., & Taleqani, A. R. (2016). Sourcing strategy for asphalt production feedstock considering multimodal transport options. *Management Review: An International Journal*, 11(1), 4-31.

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**Decision Sciences: Baseline Estimation**

Zhang, Y., Chen, W., Xu, R., & Black, J. (2016). A cluster-based method for calculating baselines for residential loads. *IEEE Transactions on Smart Grid*, 7(5), 2368-2377.

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**Decision Sciences: Data Analytics Products**

Davenport, T., & Kudyba, S. P. (2016). Designing and developing analytics-based data products. *MIT Sloan Management Review*, 58(1).

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**Decision Sciences: Data Envelopment Analysis**

Kwon, H.-B., Lee, J., & Roh, J. J. (2016). Best performance modeling using complementary DEA-ANN approach-Application to Japanese electronics manufacturing firms. *Benchmarking: An International Journal*, 23(3), 704-721.

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**Decision Sciences: Decision Processes**

Ben-Zvi, T., Chernonog, T., & Avinadav, T. (2016). A two-state partially observable Markov decision process with three actions. *European Journal of Operational Research*, (254), 957-967.

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**Decision Sciences: Game Theory**

Orenstein, P., Townsend, R., Mamanta, K., & Shirer, S. (2016). Bed-net subsidization and the value of NGO-village partnerships in development initiatives. *International Journal of Operations and Quantitative Management*, 22(4), 101-114.

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**Decision Sciences: Hazardous Material Spills**

Bridgelall, R., Rafert, J. B., Tolliver, D. D. & Lee, E. (2016). Resolution agile remote sensing for detection of hazardous material spills. *Transportation Research Record: Journal of Transportation Research Board*, 2547, 49-56.

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**Decision Sciences: Healthcare Informatics**

Kudyba, S. P. (Ed). (2016). *Healthcare informatics: Improving efficiency through technology, analytics, and management*. Boca Raton, FL: CRC Press/Taylor & Francis Group.

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**Decision Sciences: Inventory**

Wu, J., Chang, C.-T., Cheng, M.-C., Teng, J.-T., & Al-khateeb, F. B. (2016). Inventory management for fresh produce when the time-varying demand depends on product freshness, stock level and expiration date. *International Journal of Systems Science: Operations & Logistics*, 3(3), 138-147.

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**Decision Sciences: Just-in-Time Research**

Nair, A., Ataseven, C., Habermann, M., & Dreyfus, D. (2016). Toward a continuum of measurement scales in Just-in-Time (JIT) research-an examination of the predictive validity of single-item and multiple-item measures. *Operations Management Research*, 9(1-2), 35-48.

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***Decision Sciences: Lifecycle Analysis***

Dharmadhikari, N., Lee, E., & Kayabas, P. (2016). The lifecycle benefit-Cost analysis for a rural bridge construction to support energy transportation. *Infrastructures*, 1(1), 1-14.

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***Decision Sciences: Professional Service Operations***

Dobrzykowski, D. D., McFadden, K. L., & Vonderembse, M. A. (2016). Examining pathways to safety and financial performance in hospitals: A study of lean in professional service operations. *Journal of Operations Management*, (42-43), 39-51.

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***Decision Sciences: Spatiotemporal Analysis***

Park, Y. S., Al-Qublan, H., Lee, E., & Egilmez, G. (2016). Interactive spatiotemporal analysis of oil spills using comap in North Dakota. *Informatics*, 3(2), 1-10.

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***Decision Sciences: Supply Chain***

Orenstein, P., Ladik, D., & Rainford, S. (2016). What are the key drivers of future supply chains? *Journal of Accounting, Business and Management*, 23(1), 31-40.

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**Decision Sciences: Supply Chain Management**

Wu, J., Al-khateeb, F. B., Teng, J.-T., & Cárdenas-Barrón, L. E. (2016). Inventory models for deteriorating items with maximum lifetime under downstream partial trade credits to credit-risk customers by discounted cash-flow analysis. *International Journal of Production Economics*, (171), 105-115.

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**Decision Sciences: Supply Chain Management**

Chen, S.-C., Min, J., Teng, J.-T., & Li, F. (2016). Inventory and shelf-space optimization for fresh produce with expiration date under freshness-and-stock-dependent demand rate. *Journal of the Operational Research Society*, (67), 884-896.

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**Decision Sciences: Text Mining**

Amadio, W. J., & Procaccino, J. D. (2016). Competitive analysis of online reviews using exploratory text mining. *Journal of Tourism and Hospitality Management*, 22(2), 193-210.

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**Decision Sciences: Trapezoidal Demand**

Wu, J., Skouri, K., Teng, J.-T., & Hu, Y. (2016). Two inventory systems with trapezoidal-type demand rate and time-dependent deterioration and backlogging. *Expert Systems with Applications*, 46(C), 367-379.

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**Economics: Balcerowicz Plan**

Hunter, R. J., Jr., & Domanska, M. (2016). Poland: A country study—"Europe's poster child to Europe's problem child." *International Economics and Business*, 2(1), 15-27.

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**Economics: Bilateral Trade Agreements**

Callahan, B. P., Mulholland, S. E., & Rotthoff, K. W. (2016). Cultural bias: Gymnastics, judges, and bilateral trade agreements. *The Journal of Sport*, 5(1), 25-45.

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**Economics: Birth Outcomes**

Cotet-Grecu, A. M. (2016). On the estimation of the effect of stressors on birth outcomes. *Economics Letters*, (147), 148-152.

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**Economics: Economic Development**

Okpokwasili, B. C. I. (2016). Institutions and development: Are some more critical than others? A panel study of 50 countries from 2002 to 2011. *International Journal of Business and Social Research*, 6(8), 43-60.

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**Economics: Economic Impact**

Jasina, J., & Rotthoff, K. W. (2016). The impact of the NHL lockout on county employment. *International Journal of Sport Finance*, 11(2), 114-123.

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***Economics: Economic Impact***

Groothuis, P. A., & Rotthoff, K. W. (2016). The economic impact and civic pride effects of sports teams and mega-events: Do the public and professionals agree? *Economic Affairs*, 36(1), 21-32.

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***Economics: Foreign Direct Investment***

Ryan, L. V., & Hunter, R. J., Jr. (2016). United States relations with Poland: Continued partners or potential adversaries? *Social Sciences and Humanities Journal*, 1(3), 200-210.

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***Economics: Inequality Measures***

Okpokwasili, B. C. I. (2016). Income inequality: Impact of inequality measures on crimes-An analysis of the state of New Jersey. *International Journal of Business and Social Research*, 6(4), 12-27.

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***Economics: NCAA Policy***

Rotthoff, K. W., & Sanbower, K. R. (2016). Professional 'amateurs' in the NCAA: The impact of downstream demand. *Applied Economics Letters*, 23(5), 373-376.

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**Economics: Property Tax Rates**

Vandegrift, D. (2016). The effect of Walmart and Target on property tax rates. *Letters in Spatial and Resource Sciences*, 9(3), 309-327.

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**Economics: Summer Learning Loss**

Dills, A. K., Hernández-Julián, R., & Rotthoff, K. W. (2016). Knowledge decay between semesters. *Economics of Education Review*, 50, 63-74.

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**Finance: Asset Pricing**

Itzkowitz, J., Itzkowitz, J., & Rothbort, S. (2016). ABCs of trading: Behavioral biases affect stock turnover and value. *Review of Finance*, 20(2), 663-692.

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**Finance: Bond Ratings**

Wilson, B. K., & Donnellan, J. T. (2016). The technology of ratings then and now; hiding in plain sight. *Financial Markets, Institutions & Instruments*, 25(1), 49-74.

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**Finance: Brownian Distance Correlation**

Creamer, G. G., & Creamer, B. (2016). A nonlinear lead lag dependence analysis of energy futures: Oil, coal, and natural gas. In I. Florescu, M. C. Mariani, H. E. Stanley & F. G. Viens (Eds.), *Handbook of High-Frequency Trading and Modeling in Finance*, (pp. 61-71). Hoboken, NJ: Wiley.

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**Finance: Computational Finance**

Creamer, G. G., Ren, Y., Sakamoto, Y., & Nickerson, J. V. (2016). A textual analysis algorithm for the equity market: The European case. *The Journal of Investing*, 25(3), 105-116.

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**Finance: Deflation and Reflation**

McSherry, B., & Wilson, B. K. (2016). Deflation and reflation: The pre-WW I impact on NYSE trading volumes and seat prices. *Journal of Economics and Public Finance*, 2(1), 106-131.

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**Finance: Dependent Buyer**

Itzkowitz, J., & Loviscek, A. (2016). An unpleasant small-stock effect in manufacturing: The case of the dependent buyer. *Managerial Finance*, 42(10), 1017-1032.

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**Finance: Dodd-Frank Act**

Sorokina, N. Y., & Thornton, J. H. (2016). Reactions of equity markets to recent financial reforms. *Journal of Economics and Business*, 87, 50-69.

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**Finance: Financial Characteristics of U.S. and U.K. Manufacturing Firms**

Prober, L., Meric, I., & Meric, G. (2016). A comparison of the financial characteristics of U.S. and U.K. manufacturing firms. *Quarterly Journal of Finance & Accounting*, 54(3&4), 1-14.

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**Finance: Financial Crisis**

Donnellan, J. T., & Rutledge, W. (2016). Agency theory in banking-Lessons from the 2007-2010 financial crises. *International Journal of Business & Applied Social Science*, 2(3), 38-49.

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**Finance: Financial Ratios**

Meric, G., Haksever, C., Procaccino, J. D., & Meric, I. (2016). A comparison of the financial characteristics of NAFTA and Latin American manufacturing firms. *Emerging Markets Journal*, 6(2), 22-29.

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**Finance: Financial Reporting**

Smith, S. S. (2016). *The effect of integrated financial reporting on financial performance*. Lap Lambert Academic Publishing.

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**Finance: Frontier Markets**

Pop, C., Bozdog, D., Calugaru, A., & Georgescu, M. A. (2016). An assessment of the real development prospects of the EU 28 frontier equity markets. In P. Andrikopoulos, G. N. Gregoriou & V. Kallinterakis (Eds.), *Handbook of Frontier Markets-The European and Asian Evidence*, (pp. 117-146). New York, NY: Academic Press/Elsevier.

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**Finance: Global Portfolio Diversification**

Meric, I., Ding, J., & Meric, G. (2016). Global portfolio diversification with emerging stock markets. *Emerging Markets Journal*, 6(1), 1-62.

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**Finance: Intial Public Offering**

Wen, L., & Wang, Z. (2016). IPO performance of China's mid-cap and small-cap stocks: Do accounting earnings numbers matter? *Journal of International Finance & Economics*, 16(1), 7-20.

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**Finance: Investing**

Longo, J. (2016). *The art of investing: Lessons from history's greatest traders*. Chantilly, VA: Great Courses.

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**Finance: Latin American Equity Markets**

Meric, G., Taga, L., Kim, J., & Meric, I. (2016). Co-movements of Latin American equity markets with the world's other equity markets: Global portfolio diversification implications. *Journal of Accounting and Finance*, 16(4), 126-135.

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**Finance: Leveraged Energy Exchanged-Traded Funds**

Tang, H., & Xu, X. E. (2016). Tracking performance of leveraged energy exchange-traded funds. *The Journal of Derivatives*, 23(3), 37-60.

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**Finance: Public Venture Capital**

Rozen, H., Bar-Hava, K., & Fried, Z. (2016). Does corporate governance really matter in the public venture capital industry? *International Journal of Disclosure and Governance*, 13(4), 394-417.

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**Finance: Stock Liquidity**

Lee, K.-H., Saprizza, H., & Wu, Y. (2016). Sovereign debt ratings and stock liquidity around the world. *Journal of Banking & Finance*, (73), 99-112.

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**Finance: Stock Repurchase**

Zhang, M., Wang, Z., & Mao, Q. (2016). Signaling revisited: Stock repurchases in the 1990s. *Journal of Business and Economics*, 7(12), 1983-1994.

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**Finance: Strategic Planning**

Smith, S. S. (2016). Strategy in a digitally disrupted environment. *Journal of Business and Management*, 18(10), 62-69.

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**Finance: Strategy**

Schiff, J., & Schiff, A. (2016). Get in Gear! *Strategic Finance*, April.

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**Finance: Strategy and Firm Performance**

Mozes, H. A., & Rozen, H. (2016). Calculating earnings growth rates for indexes that include unprofitable companies. *The Journal of Investing*, 25(1), 16-24.

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**Information Technology: Computer Simulation**

Shim, S. J., Kumar, A., & Jiao, R. J. (2016). Using a radiofrequency identification system for improving the patient discharge process: A simulation study. *Journal of Medical Practice Management*, 31(6), 383-387.

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**Information Technology: Emergency Preparedness**

Bandera, C. (2016). Design and management of public health outreach using interoperable mobile multimedia: An analysis of a national winter weather preparedness campaign. *BMC Public Health*, 16(1), 1-15.

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**Information Technology: Government Surveillance**

Mamonov, S., & Koufaris, M. (2016). The impact of exposure to news about electronic government surveillance on concerns about government intrusion, privacy self-efficacy, and privacy protective behavior. *Journal of Information Privacy and Security*, 12(2), 56-67.

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**Information Technology: Mobile Education Applications**

Li, E., & Han, M. C. (2016). What makes Chinese college students accept and use mobile education applications? *Business, Management and Economics Research*, 2(5), 96-103.

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**Information Technology: Social Network Sites**

Mamonov, S., Koufaris, M., & Benbunan-Fich, R. (2016). The role of the sense of community in the sustainability of social networks sites. *International Journal of Electronic Commerce*, 20(4), 470-498.

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***International Business: Globalization of Science and Technology***

Athreye, S., & Cantwell, J. A. (2016). A bigger bang for the buck: Trends, causes, and implications of the globalization of science and technology. In S. Dutta, B. Lanvin, & S. Wunsch-Vincent (Eds.), *The Global Innovation Index 2016: Winning with Global Innovation* (pp. 75-80). Ithaca, Fontainebleau, and Geneva: Cornell University, INSEAD and the WIPO.

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***International Business: Information Age***

Alcácer, J., Cantwell, J. A., & Piscitello, L. (2016). Internationalization in the information age: A new era for places, firms, and international business networks? *Journal of International Business Studies*, 47(5), 499-512.

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***International Business: Knowledge Connectivity***

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***International Business: Migrants***

Shukla, P., & Cantwell, J. A. (2016). Migrants and the foreign expansion of firms. *Rutgers Business Review*, 1(1), 44-56.

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***International Business: Research Collaboration***

Cantwell, J. A., Piepenbrink, A., Shukla, P., & Vo, A. (2016). The changing landscape of *JIBS* authorship. *Journal of International Business Studies*, 47(7), 749-777.

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***Legal Studies: Attorney Ethics***

Michels, K. H. (2016). *New Jersey attorney ethics-The law of New Jersey lawyering*. Newark NJ: Gann Law Books.

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***Legal Studies: Free Speech***

Schoen, E. J. (2016). Completing government speech's unfinished business: Clipping *Garcetti's* wings and addressing scholarship and teaching. *Hastings Constitutional Law Quarterly*, 43(3), 537-585.

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***Legal Studies: Hobby Lobby***

Casper, W. C., & Schoen, E. J. (2016). *Burwell v. Hobby Lobby Stores, Inc.*: Lots of smoke, but no fire. *Southern Law Journal*, 26(2), 233-249.

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***Legal Studies: Lemon Law***

Hunter, R. J., Jr. (2016). A statutory override of an “as is” sale: A historical appraisal and analysis of the UCC, Magnuson-Moss, and state lemon laws. *University of Massachusetts Law Review*, 11, 44-62.

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***Legal Studies: Negligence***

Hunter, R. J., Jr., Shannon, J. H., & Amoroso, H. J. (2016). Compensation for bystander injuries in strict products liability: Why it is important to afford bystanders with more protection than consumers or users of products. *Advances in Social Sciences Research Journal*, 3(10), 1-11.

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***Legal Studies: New Media***

Shannon, J. H., & O’Sullivan-Gavin, S. A. (2016). Post *Quon*: An analysis of the evolution of new media and the employment relationship. *Journal of Business & Technology Law*, 11(2), 179-198.

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***Legal Studies: NLRB and Intercollegiate Athletics***

Hunter, R. J., Jr., & Shannon, J. H. (2016). Is the Northwestern case a real “game changer” for intercollegiate athletics: A non-decision decision. *Western State Law Review*, 43(2), 155-198.

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***Legal Studies: Rogue Ads***

O'Sullivan-Gavin, S. A., & Amazeen, M. A. (2016). The advertising industry in the social media age: The ethical and legal implications of unsanctioned rogue or 'scam ads'. *Journal of Law, Business and Ethics*, 22, 9-25.

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***Legal Studies: Trademark Disparagement***

Hunter, R. J., Jr., Shannon, J. H., & Lozada, H. R. (2016). The Redskins and trademark disparagement. *Global Journal of Political Science and Administration*, 4(2), 1-28.

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***Management: Assisted Living Facilities***

Kisling-Rundgren, A., Paul, D. P., III, & Coustasse, A. (2016). Costs, staffing and services of assisted living in the United States: A literature review. *The Healthcare Manager*, 35(2), 156-163.

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***Management: Climate for Inclusion***

Dwertmann, D. J. G., & Boehm, S. A. (2016). Status matters: The asymmetric effects of supervisor-subordinate disability incongruence and climate for inclusion. *Academy of Management Journal*, 59(1), 44-64.

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***Management: Concierge Medicine***

Paul, D. P., III, & Skiba, M. (2016). Concierge medicine: A viable business model for (some) physicians of the future? *The Healthcare Manager*, 35(1), 3-8.

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***Management: Corporate Ethical Values***

Chao, M.C-H., Li, F., & Chen, H. (2016). Perceived ethicality of moral choice-The impact of ethics codes, moral development, and relativism. *Nankai Business Review International*, 7(2), 258-279.

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***Management: Corporate Social Responsibility***

Barnett, M. L. (2016). Mind: The gap-to advance CSR research, think about stakeholder cognition. *Annals in Social Responsibility*, 2(1), 4-17.

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***Management: Disability in the Workplace***

Dwertmann, D. J. G. (2016). Management research on people with disabilities: Examining methodological challenges and possible solutions. *The International Journal of Human Resource Management*, 27(14), 1477-1509.

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**Management: Diversity Climate**

Dwertmann, D. J. G., Nishii, L. H., & van Knippenberg, D. (2016). Disentangling the fairness & discrimination and synergy perspectives on diversity climate: Moving the field forward. *Journal of Management*, 42(5), 1136-1168.

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**Management: Diversity Training**

Bezrukova, K., Spell, C. S., Perry, J. L., & Jehn, K. A. (2016). A meta-analytical integration of over 40 years of research on diversity training evaluation. *Psychological Bulletin*, 11, 1227-1274.

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**Management: Dormant Ties**

Walter, J., Levin, D. Z., & Murnighan, J. K. (2016). How to reconnect for maximum impact. *MIT Sloan Management Review*, 57(3), 18-20.

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**Management: Dynamic Knowledge Creation**

Bandera, C., Bartolacci, M. R., & Passerini, K. (2016). Knowledge management and entrepreneurship: A contradictory recipe. *International Journal of Knowledge Management*, 12(3), 1-14.

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***Management: Economic Sustainability***

Pati, N., & Lee, J. (2016). Benchmarking presidents' compensations in institutions of higher education relative to sustainability and other institutional practices. *Benchmarking: An International Journal*, 23(6), 1500-1521.

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***Management: Ethics***

Abzug, R. (2016). Extramarital affairs as occupational hazard: A structural, ethical (cultural) model of opportunity. *Sexualities*, 19(2), 25-45.

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***Management: Family Medical Leave Act***

Skiba, M. (2016). Barefoot, pregnant and (not very) happy: Management and healthcare reasons for paid parental leave in the U.S. *Journal of Business Diversity*, 16(1), 115-123.

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***Management: I-Corps***

Ehrlich, M. (2016). The National Science Foundation's lean startup push: I-Corps as a model for international univenture. *Coller Venture Review*, (4), 66-76.

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**Management: Innovation**

Amar, A. D., & Walsh, C. (2016). Learning in knowledge organizations: Some observations from the practice. *International Journal of Human Capital and Information Technology Professionals*, 7(4), 50-61.

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**Management: Insurance Fraud**

Warren, D. E., & Schweitzer, M. E. (2016). When lying does not pay: How experts detect insurance fraud. *Journal of Business Ethics*, 1-16.

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