

**An official publication of the
Association of Global Management Studies**

2010 International Conference

Association of Global Management Studies

Las Vegas, February 24-25



Conference Program

2010 International Conference of the Association of Global Management Studies, Las Vegas at Excalibur Hotel

Conference Program

February 24, 2010
Luxembourg Room

| | |
|--|--------------------|
| Breakfast | 8:00-9:25 am |
| Registration | 8:00-9:25 am |
| Welcome note | 9:25-9:30 am |
| Session I | 9:30-10:30 am |
| Paper I | |
| The Impact of Quality Management in Earned Value Management: A Theoretical Framework | |
| Raul Chavez | |
| Paper II | |
| E-Learning Security | |
| Parwaiz Karamat and Harsha Wijesinghe | |
| Paper III | |
| Relationship between Learning Styles and eLearning Performance: An Empirical Study | |
| Mukesh Srivastava | |
| Coffee/Tea Break | 10:30-10:45 am |
| Session II | 10:45 am -12:00 pm |
| Paper IV | |
| Informing the CMS Adoption Process by Examining Historical Usage Patterns | |
| John St. Clair | |
| Paper V | |
| Relationship Between Learning Orientation and Business Performance and the Moderating Effect of Competitive Advantage: A View From Organizational Size | |
| Louis A. Martinette and Alice Obenchain-Leeson | |
| Paper VI | |
| A GARCH Analysis of Volatility in Country Indices | |
| Matthew D. Brigida | |
| Lunch (Dutch treat) | 12:00 -1:30 pm |

2010 International Conference of the Association of Global Management Studies, Las Vegas at Excalibur Hotel

Conference Program

February 24, 2010
Luxembourg Room

Session III.....1:30 -2:30 pm

Paper VII

Fairness Perceptions in the Context of Smoking Policy Changes: An Integration of Social Comparison and Identity Theories

Jesus Bravo

Paper VIII

Technology-Driven Remedial Education For Liberia, West Africa: A Pilot Study with Global Applications

Jennifer G. Bailey

Coffee/Tea break.....2:30-2:45 pm

Session IV.....2:45 -3:30 pm

Paper IX

The Influence of Sarbanes-Oxley on the Foreign Corrupt Practices Act

William B. While, Jr.

Paper X

Li & Fung: Exploring Innovation and Change

Lowell C. Mathews

Paper XI

Value Chain Orchestration in the Global Biotechnology and other Industries: Empirical Findings of Antecedents and Consequences

Andreas Hinterhuber

Adjourn

2010 International Conference of the Association of Global Management Studies, Las Vegas at Excalibur Hotel

Conference Program

February 25, 2010
Luxembourg Room

Breakfast.....8:30-9:30 am

Session V.....9:30-10:30 am

Paper XII

The Academic Exception to the Incumbent's Curse

Jason M. Myrowitz and Faith M. Fugate

Paper XIII

Leaping The Abyss: The Challenges on Medical Practitioners' Adoption of mhealth Initiatives in Global Healthcare

Michelle (Xiang) Liu and Alyson Eisenhardt

Coffee / Tea break.....10:30 -10:45 am

Session VI.....10:45-11:45 am

Paper XIV

Financial Meltdown

Randy M. Reed and Diana K. Pence

Paper XV

A Research Model to Investigate the Impact of Website Content and Design Factors on Customers' Impulse Purchasing Behaviour

Daniel Tomiuk, Renard Laurent and Wen Guang Qu

Paper XVI

Alliance Learning Process and Knowledge Integration

Christina Yu-Ping Wang, Bih-Shiaw Jaw and Yen-Hao Chen

Key Note Address.....11:45 am -12:15 pm

Advancing Global Management Information Systems: Research Opportunities and Challenges

Prof. Hans Van der Heijden

School of Management, University of Surrey, UK

Lunch (Buffett).....12:15 -1:15 pm

AGMS Annual Meeting.....1:15-2:00 pm

Coffee/Tea Break.....2:00-2:30 pm

Conference Adjourned

Association of Global Management Studies

11807 Clifton Lane
Fredericksburg, Virginia 22408
USA