



# INTELLECTBASE INTERNATIONAL CONSORTIUM

Academic Conference, Houston, TX, March 18-20, 2010  
Intellectual Perspectives & Multi-Disciplinary Foundations



## Thursday March 18, 2010

**Continental Breakfast and Conference Registration** 8:00-8:50 AM

**Opening Session - Dr. David King & Dr. Jifu Wang** 8:50-9:00AM

**Paper ID # IIC10B05** 9:00-9:30 AM

*Paper:* Six Sigma: More Than Statistical Process Management

**Paper ID # IIC10B22** 9:30-10:00 AM

*Paper:* Interactive Multimedia DVD: Menu Building in Adobe Encore and Aftereffects

**Paper ID # IIC10B37** 10:00-10:30 AM

*Paper:* Opinions of Marketing Faculty about Client-Financed Real-World Projects: A Qualitative Study using Content Analysis

**Paper ID # IIC10B17** 10:30-11:00 AM

*Paper:* An Exploration of Cyber Technology and MBA Students in Thailand

**Coffee Break & Networking** 11:00-11:15 AM

**Session Chair: Dr. Joselina Cheng**

**Paper ID # IIC10B31** 11:15-11:45 AM

*Paper:* Effectiveness of Social Media Simulation to Teach Introductory Economic Principles

**Paper ID # IIC10B10** 11:45-12:15 PM

*Paper:* Supply Chain Management Technologies and Strategies

**Paper ID # IIC10B21** 12:15-12:45 PM

*Paper:* Organizational Psychology and American Policing

**Paper ID # IIC10B24** 12:45-1:15 PM

*Paper:* Richness Vs Parsimony: Comparing the Explanatory Power of Technology Acceptance Models

**LUNCH** 1:15-2:15 PM

**Session Chair: Dr. Jifu Wang**

**POSTER SESSION** 2:15-3:15 PM

**Paper ID # IIC10B09**

*Title:* How Should the Government Manage Public Debt? A Case of an Emerging Country

**Paper ID # IIC10B06**

*Title:* Implementing Cooperative Learning in an EFL Reading Class

**Paper ID # IIC10B07** 3:15-3:45 PM

*Paper:* A Six Sigma Cycle Reduction Project

**Coffee Break & Networking** 3:45-4:00 PM

**Session Chair: Dr. Ralph L. Harper Jr.**

**Paper ID # IIC10B33** 4:00-4:30 PM

*Paper:* Enterprise Architecture and Competitive Analysis

**Paper ID # IIC10B28** 4:30-5:00 PM

*Paper:* Economic Impacts of BioEnergy Policy

**Paper ID # IIC10B36** 5:00-5:30 PM

*Paper:* Novel Assay for Citrulline Measurements in Serum

**Thank you for your participation and contribution.**



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## Friday March 19, 2010

**Continental Breakfast and Conference Registration** 8:00-8:50 AM

**Opening Session - Dr. David King & Dr. Jifu Wang** 8:50-9:00AM

**Paper ID # IIC10B41** 9:00-9:30 AM

*Paper:* Increasing STEM Competency Among Culturally and Linguistically Diverse Students: A 1st Century Imperative

**Paper ID # IIC10B19** 9:30-10:00 AM

*Paper:* Academic Program Elimination: An Autopsy of Discontinued E-Business Master's Degrees

**Paper ID # IIC10B44** 10:00-10:30 AM

*Paper:* Religious Activity as a Coping Mechanism for Time Stress

**Paper ID # IIC10B03** 10:30-11:00 AM

*Paper:* The Rural to Urban Migration Decision in China: An Empirical Investigation

**Coffee Break & Networking** 11:00-11:15 AM

*Session Chair: Dr. Sloan T. Letman III*

**Paper ID # IIC10B34** 11:15-11:45 AM

*Paper:* Electronic Enhancements to Face-to-Face Instruction in Post Secondary Settings: Review of Issues & Trends

**Paper ID # IIC10B15** 11:45-12:15 PM

*Paper:* Primary Teacher Education in Jeopardy: Pre-Service Teachers' Under Achievement in Attainment of Desired English Competency Levels

**Paper ID # IIC10B16** 12:15-12:45 PM

*Paper:* Efficient Market Hypothesis and Technical Analysis: The Irish Stock Index

**Paper ID # IIC10B29** 12:45-1:15 PM

*Paper:* Strategic Positioning: China's Choice in Global Manufacturing Value Chain

**LUNCH** 1:15-2:15 PM

*Session Chair: Dr. Agnes Gathumbi*

**Paper ID # IIC10B40** 2:15-2:45 PM

*Paper:* The Future Outcome from Discrete Distribution

**Paper ID # IIC10B18** 2:45-3:15 PM

*Paper:* The Gender Perspective: Students' Perceptions of and Attitudes Toward the Online Environment

**Paper ID # IIC10B26** 3:15-3:45 PM

*Paper:* E-Business Educational Program Endurance: Exploring Curricula

**Coffee Break & Networking** 3:45-4:00 PM

*Session Chair: Dr. Carolyn Jewell*

**Paper ID # IIC10B43** 4:00-4:30 PM

*Paper:* The Relationship between Diversity and Organizational Performance

**Paper ID # IIC10B20** 4:30-5:00 PM

*Paper:* Language-in-Education Policies in Africa: Perspectives, Practices, and Implications

**Paper ID # IIC10B14** 5:00-5:30 PM

*Paper:* An Analysis of the Management Consulting Industry in the United States and Japan

**Thank you for your participation and contribution.**



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## Saturday March 20, 2010

<i>Continental Breakfast and Conference Registration</i>	<b>8:00-8:50 AM</b>
<b>Opening Session - Dr. David King &amp; Dr. Jifu Wang</b>	<b>8:50-9:00AM</b>
<b>Paper ID # IIC10B30</b>	<b>9:00-9:30 AM</b>
<i>Paper:</i> Water Trade and Diversion Activity in the Texas Lower Rio Grande Basin	
<b>Paper ID # IIC10B12</b>	<b>9:30-10:00 AM</b>
<i>Paper:</i> IT Project Management Best Practices in an Expanding Market	
<b>Paper ID # IIC10B45</b>	<b>10:00-10:30 AM</b>
<i>Paper:</i> Modeling the Diffusion Process with Indirect Network Externalities	
<b>Paper ID # IIC10B42</b>	<b>10:30-11:00 AM</b>
<i>Paper:</i> Analysis of Nonparametric Kaplan-Meier Estimator in OFDM Systems	
<b>Coffee Break &amp; Networking</b>	<b>11:00-11:15 AM</b>
<b>Session Chair: Dr. Brandon Hamilton</b>	
<b>Paper ID # IIC10B39</b>	<b>11:15-11:45 AM</b>
<i>Paper:</i> Managing Organizational Wrongdoing: A Diagnostic Approach	
<b>Paper ID # IIC10B38</b>	<b>11:45-12:15 PM</b>
<i>Paper:</i> Corporate Governance in an Ethically Challenged World	
<b>Paper ID # IIC10B35</b>	<b>12:15-12:45 PM</b>
<i>Paper:</i> Phosphorylations of NFkB Serines and Breast Cancer Cell Growth Inhibition by Indigofera Tinctoria	
<b>Paper ID # IIC10B08</b>	<b>12:45-1:15 PM</b>
<i>Paper:</i> Human Resource Capacity Building in the Public Sector of Balochistan	
<b>Paper ID # IIC10B11</b>	<b>1:15-1:45 PM</b>
<i>Paper:</i> New Global Challenger: Understanding the Potential of Companies from High-Growth Emerging Markets	

**Thank you for your participation and contribution.**