December 2013 Conference Proceedings
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Eastern Seas; Beautiful By Nature

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Wednesday December 18

8:00 PM – 9:00 PM  Welcome Reception – Adagio Lounge (Deck 16 - Sun)

Thursday December 19  Conference Center (Deck 6 – Fiesta)

8:30 AM – 10:30 AM  Pedagogy & Performance – Mark Yockey, Chair
• Student Diversity at College and Workplace Diversity Lead to Increased Innovation and Improved Performance in the Marketplace, Michael Conyette (Okanagan College)
• The Impact of Education on Economic Wellbeing, Ronald Carlson & Christopher McChesney (Indian River State College)
• Training Students to Serve: The Applicability of K. Ander’s Ericsson’s Theory of Deliberate Practice for Expert Performance in Contemporary Schools, Randall Woodard, Dene J. Williamson, & Patrick Ryan Murphy (Saint Leo University)
• Comparing Student and Experienced Workers Responses to Recruitment Ads, Mark Yockey (University of South Dakota)

10:30 AM – 10:45 AM   Break

10:45 AM – 12:15 PM   Money & Markets – Samantha Bietsch, Chair
• Madoff: From Man to Monster, Behnaz Quigley & Jennifer Williams (Marymount University)
• Global Breakeven Revenue (GBER), Gaylen Bunke & Ron Mano (Westminster College)
• Marketing Research Ethics: How Consumers feel about Neuromarketing, Jennifer Egrie (Salem International University) & Samantha Bietsch (American Public University)
Saturday December 21  Conference Center (Deck 6 – Fiesta)

8:30 AM – 10:00 AM  Teaching Methodologies – Johnny Morris, Chair
- Running In-Class Simulations: A Six-Step Process, Andrew Gold (Saint Leo University)
- Tips and Techniques for Incorporating Team-Based Learning (TBL) Methods into a College Classroom, Sherry Andre (Johnson & Wales University)
- Triple Loop Teaching Methodology: A Doctoral Learner’s Experience, Johnny L. Morris (University of Phoenix)

10:00 AM – 10:15 AM  Break

10:15 AM – 12:15 PM  Thinking, Grades & Cruising – Richard Hawkins, Chair
- Encouraging Critical Thinking Skills Among College Students, Ronald E. Goldsmith, (Florida State University)
- Perceptions of Grade Inflation: A Comparison of Undergraduate Students in Accounting and Marketing Classes, Warren Schlesinger & Donald Eckrich (Ithaca College)
- Investigating the Relationship between Firm Performance and IT Security Investments, Xin (Robert) Luo (University of New Mexico)
- Cruise Like With a Rock Star: An Analysis of the Themed Cruise Industry, Richard R. Hawkins & Felicia Morgan (University of West Florida)

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Best Conference Paper

Randall Woodard, Dene Williamson & Patrick Ryan Murphy, Saint Leo University

Most Promising Abstract

“The Impact of Education on Economic Wellbeing”
Ronald Carlson, Jill Novak, Christopher McChesney, Arlene Green, & Daniel Hood, Indian River State College

Most Promising Future Research Stream

“Cruise Like With a Rock Star: An Analysis of the Themed Cruise Industry”
Richard R. Hawkins & Felicia N. Morgan, University of West Florida

Best Conference Presentation

“Running In-Class Simulations: A Six-Step Process”
Andrew Gold, Saint Leo University
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