

## **2007 RESEARCH**

### PRESENTATIONS

1. Chuah, K. L. (2007). "Organization and Operations: Technology and Changes." Proceedings of the School of Graduate Studies Forum: Evolving Organizational Contexts. Adventist International Institute of Advanced Studies (AIAS), Silang, Cavite, Philippines. December 6-8.
2. Chuah, K. L. (2007). "China and its Challenges." Proceedings of the School of Graduate Studies Forum: Evolving Organizational Contexts. Adventist International Institute of Advanced Studies (AIAS), Silang, Cavite, Philippines. December 6-8.
3. Maguad, B. A. (2007). "Improving the Process of Learning in an Introductory Management Class." *Academic Business World International Conference*. Nashville, Tennessee. May 28-31. Received Best Paper Award.
4. Maguad, B. A. (2007). "Identifying and Meeting the Needs of Customers in Higher Education." *American Society of Business and Behavioral Sciences 14<sup>th</sup> Annual Meeting*. Las Vegas, Nevada. February 22-25.
5. Tidwell, C. (2007). "Applying Hofstede: Enhancing intercultural training by connecting the theoretical to the Practical" National Communication Association Conference, Chicago, IL.
6. Troy, C. and Domino, M. D. (2007). "Accounting Fraud in the Subsidiary Environment." *Western Region—American Accounting Association*. Costa Mesa, California. April.
7. Warwick, J. and Mansfield, P. (2007). "Is Retail Imagery a Marketing Universal? A Comparison of Singapore, Trinidad, and the United States." Association Marketing Theory and Practice Conference.

### PUBLICATIONS

1. Goris, J. R. (2007). "Effects of Satisfaction with Communication on the Relationship between Individual-Job Congruence and Job Performance/Satisfaction." *Journal of Management and Development*. August. 26, 8: 737-752.
2. Maguad, B. A. (2007). "Improving the Process of Learning in an Introductory Management Class." *The Journal of Learning in Higher Education*. Spring, 3, 2: 15-21.

3. Maguad, B. A. (2007). "Identifying the Needs of Customers in Higher Education." *Education*. Spring, 127, 3: 332-343.
4. Maguad, B. A. (2007). Using Process Variation Analysis to Monitor Teachers' Performance." *The Journal of Adventist Education*. April/May, 69, 4: 26-32.
5. Maguad, B. A. (2007). "Lean Strategies for Education: Overcoming the Waste Factor." *Education*. Winter, 128, 2: 248-255.
6. Micewski, E. R. and Troy, C. (2007) "Business Ethics—Deontologically Revisited." *The Journal of Business Ethics*. 72(1): 17-25.
7. Wrenn, Bruce, Robert E. Stevens, and David L. Loudon, *Marketing Research: Text and Cases*, 2<sup>nd</sup> ed., (New York: Haworth Press, 2007).