

## 2008 RESEARCH

### PRESENTATIONS

1. Brown, T. and Goris, J. (2008). "Exploring the Perceptions of Seventh-day Adventist Church Officers Pertaining to the Role and Responsibilities of the Conference Treasurer." *Business Education: The Future*. NAD SDA Business Conference, Andrews University. June 26-28.
2. Chuah, K. L., Velasquez-Barrera, D., and Perez-Sandoval, E. (2008). "Long Run Average Cost Curves for Educational Institutions." *Business Education: The Future*. NAD SDA Business Conference, Andrews University. June 26-28.
3. Gashugi, L. (2008). "The Dutch Disease and the Economy of Rwanda." *Business Education: The Future*. NAD SDA Business Conference, Andrews University. June 26-28.
4. Gibson, A. and Tidwell, C. (2008). "Ethics in Not-for-Profit Organizations: Implications for the Business Ethics Classroom." *Business Education: The Future*. NAD SDA Business Conference, Andrews University. June 26-28.
5. Goris, J. (2008). "Self-Appraisals in Mexico: An Assessment of the Self-Enhancing Tactician Perspective." *Business Education: The Future*. NAD SDA Business Conference, Andrews University. June 26-28.
6. Kirkpatrick, A. (2008). "The Sarbanes-Oxley Act and Declining Premiums for Voting Rights." *Business Education: The Future*. NAD SDA Business Conference, Andrews University. June 26-28.
7. Maguad, B. A. (2008). "The Spiritual Dimension of Quality: A Biblical Perspective." *American Society of Business and Behavioral Sciences 15<sup>th</sup> Annual Meeting*. Las Vegas, Nevada. February 21-24. Best Paper of the Track Chair Award.
8. Maguad, B. A. (2008). "Integrating the Voice of the Customer into the Business Program Design Process." *Business Education: The Future*. NAD SDA Business Conference, Andrews University. June 26-28.
9. Schwab, R. (2008). "Religion in the Workplace in the 21<sup>st</sup> Century: An Employer's Perspective." *Business Education: The Future*. NAD SDA Business Conference, Andrews University. June 26-28.

10. Stenbridge, A. *et al* (2008). "The Love of Money and Pay Level Satisfaction: Does GDP Per Capita Make a Difference." *Academy of Management* meeting, Anaheim, California. August 12.
11. Stenbridge, A. *et al* (2008). "Antecedents and Consequences of Unethical Behavior: Does the Level of CPI Make a Difference. *Academy of Management* meeting, Anaheim, California. August 12.
12. Tidwell, C. (2008). "Conventional research, unconventional methods: Training professionals using a staged, structured research paper. National Communication Association Conference, San Diego, CA.
13. Troy, C. (2008). "CEO Propensity, Motive, and Opportunity to Facilitate Accounting Fraud: When Board Oversight Breaks Down." *Business Education: The Future*. NAD SDA Business Conference, Andrews University. June 26-28.
14. Troy, C. (2008). "The Who, What, Why, Where, When, How and More of Accounting Fraud." *Beyond the Bottom Line* Treasurer's Conference. San Diego, California. March.
15. Troy, C. (2008). "Is there a Link between Accounting Fraud and Merger & Acquisition Activity?" *Southeast Region—American Accounting Association*. Birmingham, Alabama. April.
16. Warwick, J. and Hurlow, A. (2008). "Are College Students an Emerging Market for Hybrid Vehicles?" *European Applied Business Research Conference*, Salzburg, Austria. June.

## PUBLICATIONS

1. Maguad, B. A. (2008). "The Spiritual Dimension of Quality: A Biblical Perspective." *ASBBS eJournal*. 4, 1, 131-140.
2. Wrenn, B. (2008). "Marketing Orientation in Hospitals: Findings from a Multi-Phased Research Study." *Health Marketing Quarterly*. Vol. 24, No. 1/2, 15-22.
3. Wrenn, Bruce and Rob Engelman, *Fundamentals of Marketing*, (New York: American Management Association) 2008.