

**College of Business & Economics Faculty Publication 2006-2007**  
**(CBE faculty names bolded)**

Avril, Alizee B. & **Magnini, V. P.** (2007). A holistic approach to expatriate success. *International Journal of Contemporary Hospitality Management*, 19 (1), 53-63.

**Bacon, F.W.** & Majumdar, S. (in press). Multifactor pricing model: An alternative approach to CAPM. *ASBBS E-Journal*. (Won Best Paper Award at the 2007 American Society of Business and Behavioral Sciences Conference.)

**Bacon, F.W.** & Kotak, H. (2006). Effect of announcing early adoption of expensing employee stock options on stock performance. *ASBBS E-Journal*, 2 (1), 9. (Won Best Paper Award at the 2006 American Society of Business and Behavioral Sciences Conference.)

Bay, D. and **McKeage, K.** (2006). Emotional intelligence in undergraduate accounting students: A preliminary assessment. *Accounting Education: An International Journal*, 15(4), 439-454.

Bay, D., **McKeage, K.** & McKeage, J. (in press). A historical perspective on the interplay of Christian thought and business ethics. *Business & Society*.

**Marks, M.B., Lehr, D. & Brastow, R.T.** (2006). Cooperation versus free-riding in a threshold public goods classroom experiment. *Journal of Economic Education*, 37(2), 156-170.

**Cech, R. and Marks, M.B.** (2007). Teaching supply and demand in an institutional framework. *The Social Studies*, 98(1), 3-7.

**Cochran, R.J.,** E.N. Coffman, and D. Harless. (2007). An examination of mortgage loan servicing rights and fair value accounting. *Bank Accounting and Finance*, 20(4), 29-38.

**Cross, J. S. & Samaras, S. A.** (in press). OIS Demise: The implications for colleges and universities. *ACUTA Journal of Communications Technology in Higher Education*.

**Cross, J.S. & Wright, L.B.** (2007). Strategic planning in the college and university ecosystem – The common denominators. *The ACUTA Journal*.

**Gilfillan, S., Adrian, M., McWee W., & Waller, B.** (2007). A Comparison of University Freshmen and Faculty Perceptions of Academic Honesty. *Insights to a Changing World Journal*, 4, 135-145.

**Magnini, Vincent P.** (in press). Practicing effective knowledge management in international hotel joint ventures. *International Journal of Hospitality Management*.

**Magnini, Vincent P.,** Ford, J., Markowski, E., & Honeycutt, E., Jr. (in press). The service recovery paradox: Justifiable theory or smoldering myth? *Journal of Services Marketing*.

**Magnini, Vincent P. & John N. Gaskins** (2007). Examining the determinants of retail sweethearting: An in-depth interviewing approach. *Journal of Business and Behavioral Sciences*, 15(1), 155-170.

**Marks, M. & Davis, C.** (2007). Making the economic concept of scarcity oh-so-sweet: An activity for the K-12 classroom. *The Social Studies*, 97(6), 239-244.

**Marks, M. & O'Connor A. H.** (2006). The round-robin mock interview: Maximum learning in minimum time. *Business Communication Quarterly*, 69(3), 264-275.

**McPherson, R.F.** & Tyson, V. (in press). Point, click, seek and ponder: Using spreadsheets and equation balance beams to actively learn linear equation solving. *On-Math*.

**McPherson, R.F.** & Tyson, V. (in press). Building personalized interactive computer-based non-linear algebra tutorials. *Mathematics Teacher*.

Premeaux, S. F., **Adkins, C. L.**, & Mossholder, K. W. (In Press). Balancing work and family: A field study of multi-dimensional, multi-role work-family conflict. *Journal of Organizational Behavior*.

**Samaras, S. A.** (In Press). Case study and separate teaching notes: Seeds to success market and seeds to success naturally grown gourmet salad greens: Tough business decisions in a nonprofit environment. *Journal of Enterprising Communities*, 1(4).

.Smith A. & **Hume E.**, (2006). University student ethics: The differential explanatory effect of locus of control. *Academy of Educational Leadership Journal*, 10(3), 49-58.

Smith A., **Hume E.**, & Cassidy J. (2006). A comparison of ethical beliefs held by accountants in three English-speaking countries. *Journal of Business and Behavioral Sciences*, 14(2), 124-134.

Smith, A., **Hume, E.**, Zimmermann, R., & Davis, A. (2007). The global significance of locus of control in ethical decision making: A multiple-country examination of university students. *Journal of College Teaching and Learning*, 4(2), 7-12.

**Waller, B.D.** & Ellis, D. (2006). Minimizing market duration: The strategic selection of the listing brokerage firm. *ASBBS E-Journal*.