

*Colleagues in Jesuit
Business Education*



**2006 CJBE 9th Annual Conference
July 28 – 30, 2006**

**“Developing Inspired Business Leaders
for the Common Good”**

The 2006 conference at Gonzaga continues the CJBE mission to:

- ◆ *Promote cooperation and excellence among Jesuit business faculty*
- ◆ *Deepen exploration of the distinctiveness of Jesuit business education*
- ◆ *Orient new faculty to the Ignatian tradition and Jesuit education*

Program

Thursday July 27, 2006

2:00 – 10:00	Check in (Check in will continue in Goller on Friday, 8:00-2:00pm)	Goller
6:00 – 9:00	Board Meeting	Jepson Faculty Lounge
8:00 – 10:00	Hospitality Suite	Goller

Friday July 28, 2006

7:15 – 7:35	Morning Meditation	Jesuit House Chapel
7:40 – 8:30	Breakfast	Globe Room
8:30 – 9:00	Welcome	Jepson 114
9:00	Keynote – <i>Getting to the Heart of Business Ethics</i> Fr. Robert J. Spitzer, S.J., President of Gonzaga University	Jepson 114
10:00 - 10:30	Coffee and Conversation	Jepson Lounge
10:30 - 11:10	Plenary – <i>A Comparison of Jesuit Business Education and the Business Education Offered by Non-Jesuit or Non-religious Schools: What We've Learned Thus Far</i> Joan VanHise, Fairfield University	Jepson 114
11:15 - 11:55	Concurrent Presentations	
	A. <i>Business Policy with an Ignatian Twist</i> Stephen J. Porth and W. Richard Sherman, Saint Joseph's University	Jepson 120
	B. <i>Directions for Developing Inspired Business Leaders: Lessons from the Decision Sciences</i> Coral R. Snodgrass, Canisius College	Jepson 123
	C. <i>Jesuit Graduate Business Programs: Are They Mission-Driven?</i> Mirjeta S. Beqiri and Nancy M. Chase, Gonzaga University	Jepson 124
12:00 – 12:45	Lunch	Globe Room
1:00 - 2:00	Keynote – <i>Exploring the Mystery of Suffering in Times of Great Difficulty</i> André Delbecq, Santa Clara University	Jepson 114

2:00 – 2:55

Marketplace of Ideas – Coffee and Conversation
Meet all the authors below in casual conversation

Jepson Lounge

Teaching:

Insider Trading Case: Owens-Corning Fiberglass
Philip W. Glasgo and David C. Hyland, Xavier University

A Personal Strategic Analysis Project for Jesuit Business School Students
Philip W. Glasgo, Xavier University and Gregory Konz, Marquette University

Lessons from a Freshman-Level Business Ethics Class
Fr. Bill McInnes, S.J., Boston College

Research:

The Impact of the Accelerated Filing Deadline on Timeliness of 10-K Filings
Lisa Bryant-Kutcher, University of Oregon, Emma Yan Peng, Fordham University, and Kristina Zvinakis, University of Texas at Austin

A Qualitative Exploration of the Relationship between Performance Appraisal and the Development of Inspired Business Leaders
George P. Sillup, St. Joseph's University

The Trade-off between Relevance and Representational Faithfulness in the Case of Fair Value vs. Historical Cost Accounting
Myojung Cho, Fordham University, Oliver Kim, University of Maryland, and Steve Lim, Texas Christian University

Microfinance in Action: A Business Process Analysis of an Operation in Nicaragua
Julio Martinez and Winston Tellis, Fairfield University

A Comparison Study on Ethical Standards of Two Leading Business Professional Organizations and Its Application to Teaching
Timothy J. Kloppenborg and Lifang Wu, Xavier University

Institutional Development:

Jepson Lounge

Learners into Leaders: The Incorporation of Experiential Learning into the Business Classroom

Chris McCale, Regis College

What's Free Enterprise Got to Do with It? Inspiring Business Leaders to Embrace Social Consciousness

John J. Sullivan, Janet L. Evans, and Beth Ann Parish, Regis University

3:00 - 3:40

Plenary – *Entrepreneurship: Reaching Across the Curriculum*

Paul F. Buller, Gonzaga University

Jepson 114

3:45 - 4:25

Concurrent Presentations

A. *Branding: Are We Delivering Jesuit **and** Business Curriculums?*

La Verne Higgins, Le Moyne College

Jepson 120

B. *Justice Through Service in the Post-Katrina Business*

Environment: The Effects of Service on Students' Incorporation of Jesuit Values into the Self-Concept

Amie St. Germain and Dr. Kate Lawrence, Loyola University New Orleans

Jepson 123

C. *Students' Expectations and Perceptions of Ethics Component of Jesuit Business Education: An Exploratory Study*

Lada V. Kurpis and Mirjeta Beqiri, Gonzaga University

Jepson 124

6:00 – 6:40

Social

McCarthy Athletic Center

6:45 – 8:30

Dinner

Saturday July 29, 2006

7:30 - 7:50

Morning Meditation

Jesuit House Chapel

8:00 - 8:50

Breakfast

Globe Room

9:00

Keynote Speaker – *Advancing the Common Good: Does Justice Conflict with Markets?*

Fr. Paul Locatelli, S.J., President of Santa Clara University

Jepson 114

10:00 - 10:30

Coffee and Conversation

Jepson Lounge

10:30 - 11:10

Plenary – *Inspiring Awareness, Interest, Sensitivity, and Advocacy (AISA): An Optimal Path for Mentoring Future Business Leaders toward a Common Good*

Brent A. Smith, St. Joseph's University

Jepson 114

11:15 - 11:55	<p>Concurrent Presentations</p> <p>A. <i>Using the Balanced Scorecard as an Integrative Theme in the Undergraduate Business Curriculum</i> W. Richard Sherman, Saint Joseph's University</p> <p>B. <i>The Benefits and Drawbacks of Distance Learning Courses in Traditional MBA Programs</i> Mark Sena, Xavier University</p> <p>C. <i>Marketing and the Consumer Culture: Where Did It Come From and Where Is It Going?</i> David J. Burns, Xavier University</p>	<p>Jepson 120</p> <p>Jepson 123</p> <p>Jepson 124</p>
12:00 – 1:00	Lunch	Globe Room
12:15 - 1:00	Business Meeting	Globe Room
1:15	<p>Keynote Speaker – <i>Life's Business Plan: Jesuit Business Schools' Secret Spiritual Weapon</i> Chris Lowney, Author of <i>Heroic Leadership</i></p>	Jepson 114
2:15	Coffee and Conversation	Jepson Lounge
2:30 - 3:10	<p>Plenary – <i>American Indian Entrepreneurship MBA Program: Lessons Learned</i> Kay Carnes, Raymond Reyes, Dan Stewart, Stacey Chatman, Gonzaga University</p>	Jepson 114
3:15 - 3:55	<p>Concurrent Presentations</p> <p>A. <i>The Challenge of Integrating Principle-Centered Leadership into the Business Curriculum: Lessons from the LMU Experience</i> William Lindsey and Larry Pate, Loyola Marymount University</p> <p>B. <i>Making Mission Visible: Curriculum Analysis and Development</i> Linda S. Lange, Regis University</p> <p>C. <i>Designing and Marketing an Online Business Ethics Certificate</i> Mike Stebbins, Kay Carnes, Peggy Sue Loroz, Scott Bozman, Molly Pepper, and Heidi Safadago, Gonzaga University</p>	<p>Jepson 120</p> <p>Jepson 123</p> <p>Jepson 124</p>
4:00	Mass	Jesuit House Chapel
5:15	Leave for Lake Cruise	Goller

Sunday July 30, 2006

7:30 - 7:50	Morning Meditation	Jesuit House Chapel
8:00 - 8:45	Breakfast	Globe Room
8:30 - 9:15	<i>Plenary – Discernment in Ethical Decision Making: Incorporating Ignatian Discernment Strategies in Business Ethics and Leadership Classes</i> Catharyn A. Baird, Regis University, and Joan VanHise, Fairfield University	Globe Room
9:15 - 9:55	Coffee and Conversation in Small Groups	Globe Room
10:00- 10:45	Plenary Discussion – <i>Call to Action: Where Does CJBE Go from Here?</i>	Globe Room
10:45	Final Wrap-up	

Thanks to the CJBE Program Committee:

Paul Buller, Co-Chair
Jane Hession, Co-Chair
Kay Carnes
Nancy Chase
Timo Korkeamaki
Dan Law, Treasurer
Peggy Sue Loroz
Mike Stebbins
Joan Van Hise, Fairfield University
Tim Kloppenborg, Xavier University

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