



## **Publishing and Conferences**

Congratulations to the following people who are presenting their papers at the Western Academy of Management Conference March 18-21 in Midway, Utah:

**Deborah Baird and Letty Workman** are presenting their research titled "Perceptual Dissonance among Academic Publics: Assessing Faculty Buy-In to Brand Images."

**Jill Jaspersen** will present her research titled "Who's Your Payday? A Study of Eight Publicly Held Payday Loan Companies."

**Jeff Peterson** is presenting his research on "The Effect of Punishment on Observers."

**Peter Robinson and Scott Hammond** are presenting their paper titled "The Ogre and the Onion: Beneath the Paradigmatic Layers of Entrepreneurship Research."

**Taggart Frost** is presenting a paper titled "The Self-Defeating Moral Consequences of Leadership Traps."

**Susan Madsen** and two of her former students are presenting their research titled "The Recruitment and Retention of Nonprofit Employees."

**Bonner Ritchie, David McArthur, and Scott Hammond** are involved in a symposium session titled "Best Practices in Teaching Cross-Cultural Management: "This Isn't The Place! Move Forward!"

**Scott Hammond, Bruce Jackson, and Susan Madsen** will be facilitating an experiential workshop at the end of the conference: "Using the 2002 Olympic Biathlon Venue to Teach Leadership and Team Building."

**Harry Taute** recently presented his article, co-written with Jeremy J. Sierra and Robert Heiser, "Consumer Racial Profiling in Retail Environments: A Longitudinal Analysis of Impact on Brand Image" at a Marketing Educators Association conference.

## **Student Highlight**

Congratulations to **Ngoyi Ngoyi and Katty Perez**, the new "Mr. and Miss UVU International"! Both Ngoyi and Katty are WSB students. Ngoyi, from the Democratic Republic of Congo, is majoring in Business Management with an Emphasis in Entrepreneurship. Katty, from the Dominican Republic, is majoring in Business Management with an emphasis in Finance and Banking. She is also a student assistant in the Management Department.

At the competition, Ngoyi and Katty gave a presentation about their country's history. They also offered a taster's table highlighting their countries delicacies and danced to traditional Dominican music called "Los Palos", which has African influence. Stop by MS 242 and visit our lovely "Miss UVU International"!

