

# Table of Contents

CHANGE MANAGEMENT-WALKER AND WALKER ..... 1  
Bonita Barger, Tennessee Technological University

JET BLUE: A NEW CHALLENGER ..... 3  
Thomas M. Box, Pittsburg State University  
Susan E. Saxton, Capella University

HARDEE'S RESTAURANTS: STUCK IN THE MIDDLE  
OR CREATING COMPETITIVE ADVANTAGE? ..... 9  
Scott Droege, Mississippi State University-Meridian  
Harold White, Mississippi State University-Meridian  
Jack Tucci, Mississippi State University-Meridian

MOVING ON UP ..... 15  
Kevin Casey, CPA  
Marcia S. Niles, University of Idaho

THE RIGHT MIX FOR A 401(k) ..... 17  
William P. Dukes, Texas Tech University  
Anne Macy, West Texas A&M University

SHOOTMASTER INC.: A CASE STUDY ..... 19  
Ronald L. Earl, Sam Houston State University

BOVINE PREGNANCY TESTING, INC. .... 21  
Joseph J. Geiger, University of Idaho  
Scott Metlen, University of Idaho  
Douglas Haines, University of Idaho

ALI'S GATORS, INC. .... 27  
Shahid Ansari, California State University, Northridge  
Richard Gunther, California State University, Northridge  
Bruce Zucker, California State University, Northridge

CHANGING ACCOUNTING PRACTICES IN A  
DEREGULATED MARKET, THE CASE OF  
FLEMING-MASON ENERGY ..... 29  
Martha Lair Sale, University of South Alabama

MONSANTO ARGENTINA SUNFLOWER BUSINESS ..... 31  
David Smith, Southeast Missouri State University  
Carlos Aimar, University of Palermo  
Pablo Ogallar, Monsanto Argentina  
Carlos A. Becco, Monsanto Argentina

SPORTS DE FRANCE S.A. .... 33  
David Smith, Southeast Missouri State University  
Claude Chamorand, IAE, Cerog, University of Aix

HOMELESS-NO-MORE LAWN CARE SERVICES:  
A NONPROFIT ANTICIPATES EARNED INCOME  
FROM ENTREPRENEURIAL ACTIVITIES TO  
CONTRIBUTE TO ITS “BOTTOM LINE” ..... 35  
Harriet Stephenson, Seattle University  
Amr Attallah, Seattle University  
Kea Chhim, Seattle University  
Paul Giroux, Seattle University  
Will Hsieh, Seattle University  
Cintami Sanjaya, Seattle University

DYNAMIC DIGITAL DEPTH ..... 37  
Rae Weston, Macquarie Graduate School of Management

THE THRILL OF VICTORY, THE AGONY OF TITLE IX ..... 41  
Warren Whisenant, University of Houston  
Robert Stretcher, Sam Houston State University

WATCHDOG SELF STORAGE, INC. .... 43  
P. Michael McLain, Hampton University

ASCOM MARKETING AND PUBLISHING ..... 47  
Kermit W. Kuehn, American University of Sharjah

MISSOURI SOLVENTS:  
THE CAPITAL INVESTMENT DIVISION ..... 49  
David A. Kunz, Southeast Missouri State University  
Kenneth Heischmidt, Southeast Missouri State University

POWER WB HOST:  
GROWTH STRATEGY ..... 53  
Javad Kargar, North Carolina Central University  
Kimberly Brothers, North Carolina Central University  
Latisha Dutch, North Carolina Central University  
Claudia Graham, North Carolina Central University  
LaTonya Steele, North Carolina Central University  
Edward Thornton, North Carolina Central University

AMAZON.COM IN 2003 ..... 59  
Javad Kargar, North Carolina Central University

THE HIGH COST OF PAYDAY LOANS ..... 65  
Anne Macy, West Texas A&M University

QUALITY TABLECLOTH MANUFACTURING:  
A CASE STUDY IN ALTERNATIVE FINANCING ..... 67  
Harry F. Griffin, Sam Houston State University

CASE STUDY: FOREIGN EXCHANGE MANAGEMENT  
IN PERFECT PIECES LTD ..... 73  
Ernest Mudogo, Zayed University  
Rae Weston, Macquarie Graduate School of Management

Authors' Index ..... 77