

Marketing Management Association Educators' Conference

St. Louis, Missouri September 20-21, 2001

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Ram Kesavan, University of Detroit Mercy

[2. Teams: Face to Face and Online](#)

M.Diane Pettypool, Southeast Missouri State University

[3. Achieving Behavioral Objectives with Learning Communities](#)

Julie Toner Schrader, Bellarmine University

[4. An Introduction to Triz: The Theory of Inventive Problem Solving](#)

Timothy P. Schweizer, Luther College

[5. Mixed Mode Instruction: The Netplus! MBA Initiative](#)

Madhukar G. Angur, University of Michigan-Flint

Ted Williams, University of Michigan, Flint

[6. Designing and Implementing a MBA Course in the Peoples Republic of China](#)

Donald Swanz, St. Bonaventure University

Michael Russell, St. Bonaventure University

[7. Global Marketing Planning and Research: The Case of the Global Marketing Management System Online \(GMMSO\)](#)

Basil Janavaras, Minnesota State University

[8. Teaching Marketing Research in an Associate Degree Curriculum Using the Internet](#)

Karen Gore, Ivy Tech State College

[9. Analysis of Open-Ended Questions: A Comparison of Two Methods \(Text Smart and Key Word Matrix Analysis\)](#)

Paul C. Thistlethwaite, Western Illinois University

Tom Ransdell, Western Illinois University

Praveen Kommu, Western Illinois University

[10. The Changing Student Body-Are We Keeping Up?](#)

Peggy S. Gilbert, Southwest Missouri State University

Yvette Harjo, East Central University

[11. New Alliances Between Academics and Practitioners: Partnerships of the Future](#)

Regina A. Greenwood, Kettering University

Beverly J. Jones, Kettering University

[12. A Call to Re-Examine the Status of B2B Marketing: Where Do We Go From Here?](#)

Uday Tate, Marshall University

Ashish Chandra, Marshall University Graduate College

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Mary Albrecht, Maryville University

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Don B. Bradley III, University of Central Arkansas

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David J. Brennan, Webster University

[16. Is International Business an Ingredient for the Success of My Company's Future?](#)

James R. Maxwell, Wilkes University
Donald L. Westerfield, Webster University

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Charles H. Schwepker, Central Missouri State University
Harry A. Harmon, Central Missouri State Universtiy

[18. Creative Teaching Techniques: Variations on Problem Based Learning](#)

Judith S. Ettinger, University of Illinois at Springfield

[19. Teaching the Kouzes-Posner Leadership Model Through the Film "The Dirty Dozen"](#)

Tim R. Miller, University of Illinois at Springfield

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James W. Bovinet, Winona State University
Bruce Klemz, Winona State University
J. William Murphy, Winona State University
Mark Young, Winona State University

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Larry Zigler, Highland Community College
Steve Corbin, University of Northern Iowa

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Michelle B. Kunz, Morehead State University

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Tomas Lopez-Pumarejo, Brooklyn College, City University of New York

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Nanci D. Newstrom, Eastern Illinois University

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David R. Olson, University of Illinois at Springfield

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Sangeeta Parameshwar, University of Illinois at Springfield

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Janis K. Peach, University of Illinois at Springfield

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Brian Engelland, Mississippi State University
Stephen LeMay, Mississippi State University
Jeffrey Periatt, Auburn University, Montgomery

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Bob Erffmeyer, University of Wisconsin-Eau Claire
Bill Hannaford, University of Wisconsin-Eau Claire
Charles Pettijohn, Southwest Missouri State University

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Charles Pettijohn, Southwest Missouri State University

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Donald McBane, Central Michigan University

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JoAnn Linrud, Central Michigan University

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Charles H. Schwepker, Jr., Central Missouri State University

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Peter McClure, University of Massachusetts-Boston

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Janie R. Gregg, Mississippi University for Women

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Denise Sibley, Mississippi University for Women

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Joseph B. Mosca, Monmouth University

David P. Paul III, Monmouth University