

RESEARCH @ MCAFEE: WORKING PAPERS

MCAFEE SCHOOL OF BUSINESS ADMINISTRATION @ UNION UNIVERSITY

LAST UPDATED: JANUARY 2007

WORKING PAPERS ON SECOND REVIEW OR BEYOND:

- “Publishing and Utilizing Relevant Research: The Student Perception of an Effective Teacher,” on second review (by **Karen Miller**).
- “The Impact of Family Life Cycle on Consumers’ Perceptions of Justice and Service Quality: A Cross-Cultural Comparison,” on second review (by **Bill Nance & Darin White**).
- “An Empirical Investigation of the Link Between Market Orientation and Church Performance,” on second review (by **Darin White & Clovis Simas**).

WORKING PAPERS ON FIRST REVIEW:

- “Balanced Score Card Application in the Healthcare Industry: A Case Study,” on review (by **David Austil**).
- “The Impact of Marketing Strategy Creation Style on the Formation of a Climate of Trust in a Retail Franchise Setting,” on review (by **Darin White**).
- “Recent News Media Impact on Perceptions of the Morality of Profit-Making: A Longitudinal Study,” on review (by **Walt Padelford & Darin White**).
- “Determining the Affect that the Introduction of Free Online Services has on the Adoption Rate of New Company Offerings,” on review (by **Darin White, Joe Harris, & Sam Turner**).
- “The Effect of Celebrity Status of a Sports Team on Country of Origin Image: A Four Country Study of the Manchester United Football Club and England,” on review (by **Keith Absher and Darin White**).
- “Bonus Depreciation Incentives: The Impact on General Aviation Aircraft,” on review (by **Karen Miller**).
- “Personal Use of Corporate Aircraft: Subsidized Perquisite or Economic Reality,” on review (by **Karen Miller**).