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ABSTRACT

This index, which was compiled from a selected list of 45 periodicals published in 1996, lists more than 2,000 business education articles and research studies. Articles are listed under the following subject categories and subcategories: basic business (accounting, consumer awareness, economics, entrepreneurship/small business, finance investments, international business, management, marketing); communications (business English, collaboration, court reporting, electronic, multicultural, presentations, speaking, writing); curriculum (colleges and universities, elementary, graduate, junior high/middle school, postsecondary/community college, secondary/high school); document design and production (graphics, keyboarding, page design, reprographics, typography, word processing); general educational issues (administration, counseling, international education, standards); information systems (data security, database management, decision support systems, electronic imaging, end-user computing, expert systems, hardware, networks, optical disk, records management, software, systems analysis); office management (equipment and supplies, ergonomics and facility management, mail management, support staff); personnel issues (diversity, ethics and law, occupational information, performance evaluation, professional development, temporary staffing, work behavior); research methodology/issues; teaching issues (classroom management, diverse populations, instructional technology, student organizations, student recruitment, teacher preparation, teacher performance,

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testing and evaluation); teaching strategies (adult learners, business education, cooperative education, global/cultural awareness, technology education, vocational education); and training and development (instructional design, performance improvement, program evaluation, workplace impact). An author index is also included. (MN)

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THE BUSINESS EDUCATION INDEX

1996

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Business Education Index

1996

**Index of Business Education Articles and Research Studies
Compiled From a Selected List of Periodicals Published
During the Year 1996**

Volume 57

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4

Editorial Policy

Publications indexed in the *Business Education Index* will be limited to specific business education publications and those related to business education. Priority will be given to journals that are essential to research and teaching in the broad business education spectrum with emphasis on information systems (including business communications), business teacher education, and vocational education (primarily marketing education).

The publications in the *Index* must provide sufficient information to be of significant use to researchers. Also, the ability to locate journals and magazines from library sources is essential to the research process. Therefore, state and regional business education publications will be indexed if they meet the following requirements:

1. Publications that are a minimum of 10 pages in length.
2. Publications containing at least three substantive articles, preferably research-based.
3. Publications that are distributed to NABTE institution libraries or to NABTE institution departments in which business education is located.
4. Publications that are provided without charge to the editor.

Any organization or editor who wishes to have a publication included in the *Index* should contact the 1997 *Index* editor.

Dr. Cheryl L. Noll, Editor
1997 Business Education Index
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Suggestions For Using The Index

All entries have the title, author(s), journal, (volume and number if applicable), inclusive pages, month, and year. An explanation of the abbreviations for the names of the indexed publications is shown in the "Publications Indexed" section in the back of this Index. Other commonly used abbreviations are:

Key to Abbreviations

Aug	August	Mr	March
Ap	April	My	May
Dec	December	Nov	November
ed	edition	No.	number
Feb	February	Oct	October
Ja	January	Sep	September
Jl	July	Vol.	volume

Subject Entries

Subjects are arranged in alphabetical order by main category and then subcategories. Main categories will contain miscellaneous entries related to that topic; subcategories will contain more specific entries. Each article is indexed under at least one and no more than four subjects.

The following list shows the subjects and the page number on which the entries begin. Major category headings are in bold.

1996 Subject List

Basic Business	1	Curriculum	37
Accounting	1	Colleges and Universities	37
Consumer Awareness	2	Elementary	40
Economics	5	Graduate	40
Entrepreneurship/ Small Business	8	Junior High/Middle School.....	40
Finance/Investments	8	Postsecondary/Community College	41
International Business	10	Secondary/High School	41
Management	16	Document Design and Production	42
Marketing	19	Graphics	42
Communications	23	Keyboarding	43
Business English	27	Page Design	44
Collaboration	27	Reprographics	45
Court Reporting	28	Typography	45
Electronic	30	Word Processing	46
Multicultural	32	General Educational Issues	46
Presentations	33	Administration	48
Speaking	35	Guidance and Counseling	48
Writing	36	International Education	49
		Standards	51

Information Systems	51	Research Methodology/Issues	84
Data Security	54	Teaching Issues	85
Database Management	55	Classroom Management	86
Decision Support Systems	56	Diverse Populations	86
Electronic Imaging	56	Instructional Technology	87
End-user Computing	56	Student Organizations	92
Expert Systems	58	Student Recruitment	92
Hardware	58	Teacher Preparation	92
Networks	59	Teacher Performance	93
Optical Disk	61	Testing and Evaluation	94
Records Management	61	Teaching Strategies	95
Software	64	Adult Learners	98
Systems Analysis	66	Business Education	99
Office Management	67	Cooperative Education	102
Equipment and Supplies	67	Global/Cultural Awareness	103
Ergonomics and		Technology Education	104
Facility Management	70	Vocational Education	108
Mail Management	71	Training and Development	110
Support Staff	72	Instructional Design	113
Personnel Issues	72	Performance Improvement	114
Diversity	73	Program Evaluation	116
Ethics and Law	75	Workplace Impact	117
Occupational Information	76		
Performance Evaluation	78		
Professional Development	79		
Temporary Staffing	81		
Work Behavior	81		

Author Entries

An author listing in alphabetical order follows the subject section.

For two author entries, each author is listed first one time. For three or more authors, the term "et al." follows the author name; each author is listed first one time.

Thoughts From the Editors

As you may have noticed, over the last few years the subjects and journals listed in the *Business Education Index* have changed. Each year, we revise the subject list and review the journal offerings to reflect the current literature and readings in business education. We as business educators embrace the changes in our profession and believe that the *Index* supports this growth.

Business Education Index

1996

Subject Entries

Basic Business

Business and education in partnership. Mary E. Zimmerer and Harold B. McIntire. *Bus Ed Forum*, Vol. 50, No. 3: 8-10 Feb 96

Internet sources for business educators. Richard Hannah. *JEB*, Vol. 71, No. 4: 209-213 Mr/Ap 96

Sports and entertainment business. Kenneth J. Kaser and Beth Trauernicht. *M-PBEA Note/Quote*, Vol. 21, No. 1: 3-4 Spring 96

Accounting

A strategy for improving the quality of entry-level management accountants. Jerry G. Kreuze and Gale E. Newell. *JEB*, Vol. 71, No. 6: 334-338 Jl/Aug 96

A study of the first-year job experience of CPA candidates employed in selected public accounting firms. David S. Kohn. *New York University, Doctoral dissertation* 95

A user-oriented focus to evaluating accountants' writing skills. Anthony H. Catanach, Jr. and Steven Golen. *Bus Com Qlty*, Vol. 59 No. 4: 111-121 Dec 96

Accountant job patterns and job satisfaction. Joseph M. Brown. *Lehman College, Master's thesis* 95

Accounting faculty profiles: Demographics and perceptions of academia. Gale Newell, Sheldon Langsam and Jerry Kreuze. *JEB*, Vol. 72, No. 2: 87-93 Nov/Dec 96

Accounting information systems in local accounting firms: A survey of current practices. Binshan Lin and Barbara E. Edwards. *J CIS*, Vol. 36, No. 4: 42-45 Summer 96

An evaluation of communication barriers between tax practitioners and their clients. Steven P. Golen, Michael A. O'Dell and Sanjay Gupta. *JEB*, Vol. 71, No. 3: 157-161 Ja/Feb 96

Balancing technology with established methodology. William B. Hoyt. *Bus Ed Forum*, Vol. 50, No. 3: 29-31 Feb 96

Computer skills required by business and industry of entry-level accountants. Emmanuel Egwuonwu. *Lehman College, Master's thesis* 95

Culture and accounting—not so strange bedfellows. James Calvert Scott. *Bus Ed Forum*, Vol. 50, No. 4: 36-42 Ap 96

Effects of age and gender on perceptions of trust towards auditors. Martha S. Doran and Steven Golen. *ABEA J*, Vol. 15, No. 1: 18-21 Spring 96

Employer preferences for the background of entry-level accountants: Degree, certification, verification, internship, and experience. Thomas W. Oliver, Antonio L. Que, Carl S. Farinacci, and Barbara C. Garfield. *JEB*, Vol. 72, No. 2: 82-86 Nov/Dec 96

Evaluating the quality of transfer versus nontransfer accounting principles grades. J. R. Colley, A. G. Volkan, M. Drucker, and M. A. Segal. *JEB*, Vol. 71, No. 6: 359-362 JI/Aug 96

Factors that influence students to choose accounting as a major compared with the work expectations and behavioral patterns identified as necessary by the accounting profession. Timothy J. Ahle. Lehman College, Master's thesis 95

Faculty perspectives on international accounting topics. L. Murphy Smith and Stephen B. Salter. *J Teach Int Bus*, Vol. 8 No. 1: 63-78 96

Golf strategies for duffers. Donald J. Guerrieri and F. Barry Haber. *Bus Ed Forum*, Vol. 51 No. 2: 34-36 Dec 96

Improving students' understanding of the importance of economic consequences in standard setting: A computerized spreadsheet tool. Daniel M. Ivancevich, S. Ivancevich and Anthony Cocco. *JEB*, Vol. 72, No. 2: 107-112 Nov/Dec 96

Marketing education for accountants. David M. Blanchette. *JME*, 37-47 Spring 96

Students' perceptions towards accounting: The effects of the first university accounting course. Joseph Abekah, Elin Maher and Robert Maher. *DPE J*, Vol. 38, No. 3: 167-179 Summer 96

Teaching the cash flows from operations section of the statement of cash flows under the indirect method: A conceptual framework. Glenn A. Vent and Anthony F. Cocco. *JEB*, Vol. 71, No. 6: 344-347 JI/Aug 96

The code of professional conduct: Instructional impact on accounting students' ethical perceptions and attitudes. Suzanne P. Ward, Dan R. Ward and Thomas E. Wilson, Jr. *JEB*, Vol. 71, No. 3: 147-150 Ja/Feb 96

The first course in accounting: Using TQM graphical problem-solving techniques. Thomas L. Kirkpatrick and J. Howard Baker. *Bus Ed Forum*, Vol. 51, No. 1: 23-26 Oct 96

The hiring of women in accounting academia. Iris A. Carolfi, Ceil M. Pillsbury and James R. Hasselback. *JEB*, Vol. 71, No. 3: 151-156 Ja/Feb 96

Written communication competencies developed in postsecondary accounting programs. Shawn Plant. Lehman College, Master's thesis 95

Written language skills of entry-level accountants as assessed by experienced CPAs. Sandra J. Nelson, Susan Moncada and Douglas C. Smith. *Bus Com Qly*, Vol. 59, No. 4: 122-128 Dec 96

Consumer Awareness

A comparative study of Chinese consumers in Asian markets—A lifestyle analysis. Susan H. C. Tai and Jackie L. M. Tam. *J Int Cons Mkt*, Vol. 9 No. 1: 25-42 96

Age, product nutrition, and label format effects on consumer perceptions and product evaluations. Scot Burton and J. Craig Andrews. *J Cons Aff*, Vol. 30, No. 1: 68-89 Summer 96

An investigation of self-efficacy and environmentally concerned behavior of Thai consumers. Gillian Rice, Nottaya Wongrada and Orose Leelakulthanit. *J Int Cons Mkt*, Vol. 9, No. 2: 1-19 96

Bank credit cards: Consumer irrationality versus market forces. Thomas F. Cargill and Jeanne Wendel. *J Cons Aff*, Vol. 30, No. 2: 373-389 Winter 96

Book review: Chasing Dirt: The American pursuit of cleanliness by Suellen Hoy. Elizabeth E. Gorham. *J Cons Aff*, Vol. 30, No. 1: 262-265 Summer 96

Book review: Consumer involvement: Concepts and research by Pirjo Laaksonen. Mary L. Carsky. *J Cons Aff*, Vol. 30, No. 2: 482-485 Winter 96

Book review: Consumer psychology for marketing by Gordon R. Foxall and Ronald E. Goldsmith. Roberta W. Walsh. *J Cons Aff*, Vol. 30, No. 1: 257-259 Summer 96

Book review: Consuming angels: Advertising and Victorian women by Lori Anne Loeb. Mary E. Pritchard. *J Cons Aff*, Vol. 30, No. 2: 489-493 Winter 96

Book review: Defending your brand against imitation: Consumer behavior, marketing strategies, and legal issues by Judith Lynne Zaichkowsky. Janet R. Garkey. *J Cons Aff*, Vol. 30, No. 2: 505-507 Winter 96

Book review: Expressing America: A critique of the global credit card society by George Ritzer. Robert F. Hoel. *J Cons Aff*, Vol. 30, No. 2: 502-505 Winter 96

Book review: False security: Greed and deception in America's multibillion-dollar insurance industry by Kenneth D. Myers. Holly Hunts. *J Cons Aff*, Vol. 30, No. 2: 497-499 Winter 96

Book review: Hidden in the home: The role of waged homework in the modern world economy by Jamie Faricellia Dangler. Doris Beard. *J Cons Aff*, Vol. 30, No. 1: 250-254 Summer 96

Book review: Money: Lure, lore, and literature by John Louis DiGaetani. Wendy Reiboldt. *J Cons Aff*, Vol. 30, No. 1: 255-257 Summer 96

Book review: Restless: The memoirs of labor and consumer activist Esther Peterson by Esther Peterson (with Winifred Conkling). Monroe Friedman. *J Cons Aff*, Vol. 30, No. 2: 499-502 Winter 96

Book review: Selling God: American religion in the marketplace of culture by Laurence R. Moore. Molly Longstreth. *J Cons Aff*, Vol. 30, No. 1: 272-275 Summer 96

Book review: Stepfamilies and the law by Margaret M. Mahoney. Marsha A. Goetting. *J Cons Aff*, Vol. 30, No. 1: 269-272 Summer 96

Book review: Straitjacket society: An insider's irreverent view of bureaucratic Japan by Masao Miyamoto (J. W. Carpenter translator). Noriyuki Nakano. *J Cons Aff*, Vol. 30, No. 2: 493-496 Winter 96

Book review: The private regulation of American health care by Betty Leyerle. Mary Ellen Rider. *J Cons Aff*, Vol. 30, No. 2: 485-489 Winter 96

Book review: The total package: The evolution and secret meaning of boxes, bottles, cans, and tubes by Thomas Hine. Ronald Paul Hill. *J Cons Aff*, Vol. 30, No. 2: 480-482 Winter 96

Book review: U.S. consumer interest groups by Loree Bykerk and Ardith Maney. Anita B. Metzen. *J Cons Aff*, Vol. 30, No. 2: 476-479 Winter 96

Book review: Young people's leisure and lifestyles by Leo B. Hendry, Janet Shucksmith, John G. Love, and Anthony Glendinning. Deborah D. Godwin. *J Cons Aff*, Vol. 30, No. 1: 260-262 Summer 96

Comparison of Mexican-American and Anglo-American attitudes toward money. Jose F. Medina, Joel Saegert and Alicia Gresham. *J Cons Aff*, Vol. 30, No. 1: 124-145 Summer 96

- Concerns for environmental issues and consumer purchase preferences: A two-country study. T. S. Chan. *J Int Cons Mkt*, Vol. 9, No. 1: 43-55 96
- Consumer attitudes and behaviour to organic foods in Ireland. Gerardine Roddy, Cathal A. Cowan and George Hutchinson. *J Int Cons Mkt*, Vol. 9, No. 2: 41-63 96
- Consumer household materials and logistics management: Inventory ownership cycle. Thomas C. Boyd and Diane M. McConocha. *J Cons Aff*, Vol. 30, No. 1: 218-249 Summer 96
- Consumer-to-consumer relationships: Satisfaction with other consumers' public behavior. Charles L. Martin. *J Cons Aff*, Vol. 30, No. 1: 146-169 Summer 96
- Country-of-origin and brand effects: A multi-dimensional and multi-attribute study. Sadrudin A. Ahmed and Alain d'Astous. *J Int Cons Mkt*, Vol. 9, No. 2: 93-115 96
- Determinants of household expenditures on alcohol. Steven T. Yen and Helen H. Jensen. *J Cons Aff*, Vol. 30, No. 1: 48-67 Summer 96
- Determinants of search for nondurable goods: An empirical assessment of the economics of information theory. Rosemary J. Avery. *J Cons Aff*, Vol. 30, No. 2: 390-420 Winter 96
- Dutch consumer use of intrinsic, country-of-origin, and price cues in product evaluation and choice. John P. Liefeld, Louise A. Heslop, Nicolas Papadopoulos, and Marjorie Wall. *J Int Cons Mkt*, Vol. 9, No. 1: 57-81 96
- Effectiveness of standardized and adapted television advertising: An international field study approach. Aviv Shoham. *J Int Cons Mkt*, Vol. 9, No. 1: 5-23 96
- Evaluating the educational needs of future financial managers: Perceptions of practitioners and educators. Gail A. Hoover. *DPE J*, Vol. 38, No. 2: 83-99 Spring 96
- Implicit tax rates of the expanded earned income tax credit for welfare recipients in North Carolina. Michael L. Walden. *J Cons Aff*, Vol. 30, No. 2: 348-372 Winter 96
- Informing buyers of risks: Analysis of the marketing and regulation of all terrain vehicles. Gary T. Ford and Michael B. Mazis. *J Cons Aff*, Vol. 30, No. 1: 90-123 Summer 96
- Out-of-pocket home care expenditures for disabled elderly. Marlene S. Stum, Jean W. Bauer and Paula J. Delaney. *J Cons Aff*, Vol. 30, No. 1: 24-47 Summer 96
- Perceptions of a foreign service offering in an overseas market: The case of fast food in Hong Kong. Bruce D. Keillor and D. Michael Fields. *J Int Cons Mkt*, Vol. 9 No. 1: 83-104 96
- Reflections on consumer sophistication and its impact on ethical business practice. Philip A. Titus and Jeffrey L. Bradford. *J Cons Aff*, Vol. 30, No. 1: 170-194 Summer 96
- Situational influences on shoppers: Exploratory research in India and the United States. J. A. F. Nicholls, Sydney Roslow, Sandipa Dublish, and Lucette B. Comer. *J Int Cons Mkt*, Vol. 9, No. 2: 21-39 96
- Surf's up: Antitrust enforcement and consumer interests in a merger wave. William J. Baer. *J Cons Aff*, Vol. 30, No. 2: 292-321 Winter 96
- Team-building skills: Value-added education. Melody Weblor Alexander. *NBEA Yrbk*, No. 34: 164-172 96
- Teams: The name of the school and business game. Pat Wilson O'Leary. *Bus Ed Forum*, Vol. 50, No. 4: 11-14 Ap 96
- Testing the cross-cultural generalizability of the scale of consumer attitudes toward marketing and consumerism. Minet Uray and Bulent Menguc. *J Int Cons Mkt*, Vol. 9, No. 2: 65-92 96

The frequency of consumer expenditure: An empirical analysis. Julie A. Nelson. *J Cons Aff*, Vol. 30, No. 2: 322-347 Winter 96

The relationship between warranty and product reliability. Jagdish Agrawal, Paul S. Richardson and Pamela E. Grimm. *J Cons Aff*, Vol. 30, No. 2: 421-443 Winter 96

Trade-offs between purchased services and time in single-parent and two-parent families. Cathleen D. Zick, Jane McCullough and Ken R. Smith. *J Cons Aff*, Vol. 30, No. 1: 1-23 Summer 96

Verbal communication between complaining consumers and company service representatives. Dennis E. Garrett and Renee A. Meyers. *J Cons Aff*, Vol. 30, No. 2: 444-475 Winter 96

Economics

A diagrammatic demonstration of public crowding-out of private contributions to public goods. Dennis Coates. *J Econ Ed*, Vol. 27, No. 1: 49-58 Winter 96

A role-playing exercise for development and international economics courses. Yana van der Meulen Rodgers. *J Econ Ed*, Vol. 27, No. 3: 217-223 Summer 96

Accounting for the rise and fall in the number of economics majors with the discouraged-business-major hypothesis. Michael K. Salemi and Carlie Eubanks. *J Econ Ed*, Vol. 27, No. 4: 350-361 Fall 96

Adjusting to economic change in developing countries: Philippine firms cope with stagflation. Juanita Roxas and Sandra M. Huszagh. *J Global Mkt*, Vol. 9, No. 4: 5-34 96

An alternative view of citation patterns of quantitative literature cited by business and economic researchers. Alireza Tahai and G. Wayne Kelly. *J Econ Ed*, Vol. 27, No. 3: 263-275 Summer 96

An experiment in comparative advantage. Michael J. Hauptert. *J Econ Ed*, Vol. 27, No. 1: 37-44 Winter 96

Availability of economic education materials. Susan Thomison. *Bus Ed Forum*, Vol. 50, No. 4: 45-47 Ap 96

Book review: *Aging in the United States and Japan: Economic trends* by Yukio Noguchi and David A. Wise. Arlene Holyoak and Seiko Sawai. *J Cons Aff*, Vol. 30, No. 1: 278-282 Summer 96

Book review: *Business and government in the global marketplace* by Ray Weidenbaum. Steven Hackett. *J Econ Ed*, Vol. 27, No. 4: 379-380 Fall 96

Book review: *Ethics and economic affairs* by Alan Lewis and Karl-Erik Wärneryd. Barry N. Rosen. *J Cons Aff*, Vol. 30, No. 1: 267-269 Summer 96

Book review: *Expressing America: A critique of the global credit card society* by George Ritzer. Robert F. Hoel. *J Cons Aff*, Vol. 30, No. 2: 502-505 Winter 96

Book review: *Government and business: The economics of antitrust and regulation* by David Kaserman and John Mayo. Steven Hackett. *J Econ Ed*, Vol. 27, No. 4: 379-380 Fall 96

Book review: *Race and gender in the American economy: Views from across the spectrum* by Susan F. Feiner. Cecilia Rouse. *J Econ Ed*, Vol. 27, No. 4: 380-382 Fall 96

Book review: *Restless: The memoirs of labor and consumer activist Esther Peterson* by Esther Peterson (with Winifred Conkling). Monroe Friedman. *J Cons Aff*, Vol. 30, No. 2: 499-502 Winter 96

Book review: *State of the Union: America in the 1990s, Volume One: Economic Trends and Volume Two: Social Trends* by Reynolds Farley, editor. Sharon A. DeVaney. *Fin C&P*, Vol. 7: 173 96

Book review: The economist's handbook: A research and writing guide by Thomas L. Wyrick. John J. Siegfried. *J Econ Ed*, Vol. 27, No. 3: 286-288 Summer 96

Book review: The private regulation of American health care by Betty Leyerle. Mary Ellen Rider. *J Cons Aff*, Vol. 30, No. 2: 485-489 Winter 96

Book review: The structure of a modern economy: The United States, 1929-1989 by Kenneth E. Boulding. Phillip Saunders. *J Econ Ed*, Vol. 27, No. 3: 284-286 Summer 96

Book review: When corporations rule the world by David C. Korten. Alice C. Stewart. *HRD Q*, Vol. 7, No. 4: 381-384 Winter 96

Bringing insights from research into the teaching of intermediate macroeconomics. Steven M. Sheffrin. *J Econ Ed*, Vol. 27, No. 2: 148-155 Spring 96

Determinants of search for nondurable goods: An empirical assessment of the economics of information theory. Rosemary J. Avery. *J Cons Aff*, Vol. 30, No. 2: 390-420 Winter 96

Economics on the Internet: Electronic mail in the classroom. Linda M. Manning. *J Econ Ed*, Vol. 27, No. 3: 201-204 Summer 96

Free riding indexes for Ukrainian economics teachers. Sarapage McCorkle and Michael Watts. *J Econ Ed*, Vol. 27, No. 3: 233-237 Summer 96

Graphical analysis and the visually impaired in undergraduate economics courses. Penny Kugler and Kim Andrews. *J Econ Ed*, Vol. 27, No. 3: 224-228 Summer 96

Implicit tax rates of the expanded earned income tax credit for welfare recipients in North Carolina. Michael L. Walden. *J Cons Aff*, Vol. 30, No. 2: 348-372 Winter 96

Labor market experiment. Michael J. Hauptert. *J Econ Ed*, Vol. 27, No. 4: 300-308 Fall 96

Long-run trends in economics bachelor's degrees. Robert A. Margo and John J. Siegfried. *J Econ Ed*, Vol. 27, No. 4: 326-336 Fall 96

Microeconomic concepts students should learn before intermediate macroeconomics. Michael K. Salemi. *J Econ Ed*, Vol. 27, No. 2: 116-125 Spring 96

Monetary policy at work: Lessons from the FOMC transcripts. Roger W. Spencer. *J Econ Ed*, Vol. 27, No. 4: 309-322 Fall 96

Pedagogical issues in teaching macroeconomics. O. Homer Erekson, Prosper Raynold and Michael K. Salemi. *J Econ Ed*, Vol. 27, No. 2: 100-107 Spring 96

Personality type and student performance in principles of economics. Mary O. Borg and Stephen L. Shapiro. *J Econ Ed*, Vol. 27, No. 1: 3-25 Winter 96

Preventive versus curative medicine: A policy exercise for the classroom. Ann Helwege. *J Econ Ed*, Vol. 27, No. 1: 59-71 Winter 96

Promoting microcapitalism in the service of the poor: The Grameen Model and its cross-cultural adaptation. Mohammad A. Auwal. *J Bus Com*, Vol. 33, No. 1: 27-49 Ja 96

Recent research on the economics major: Comment. William B. Walstad. *J Econ Ed*, Vol. 27, No. 4: 371-375 Fall 96

Returns to scale and economies of scale: Further observations. Gregory M. Gelles and Douglas W. Mitchell. *J Econ Ed*, Vol. 27 No. 3: 259-261 Summer 96

Sex and the Leuthold free rider experiment: Some results from an Israeli sample. Ephraim Kleiman and Yona Rubinstein. *J Econ Ed*, Vol. 27, No. 3: 238-257 Summer 96

Slope versus elasticity and the burden of taxation. Philip E. Graves, Robert L. Sexton and Dwight R. Lee. *J Econ Ed* Vol. 27, No. 3: 229-232 Summer 96

- Solving the mystery of teaching about the economy. Mark C. Schug and Beverly Cross. *Bus Ed Forum*, Vol. 51, No. 1: 39-42 Oct 96
- Teaching Australian first-year economics courses—In search of a better way. Julie Lee, John Burgess and Paul Kniest. *J Econ Ed*, Vol. 27, No. 1: 85-90 Winter 96
- Teaching international trade with experimental economics. Michael J. Hauptert. *Bus Ed Forum*, Vol. 50, No. 3: 39-40 Feb 96
- Teaching macroeconomics by the case method. Stephen G. Marks and Michael G. Rukstad. *J Econ Ed*, Vol. 27, No. 2: 139-147 Spring 96
- Teaching regressions with a lagged dependent variable and autocorrelated disturbances. Asatoshi Maeshiro. *J Econ Ed*, Vol. 27, No. 1: 72-84 Winter 96
- Textbook treatments of the financial market in the IS-LM model. John M. Barron and Mark A. Loewenstein. *J Econ Ed*, Vol. 27, No. 2: 156-169 Spring 96
- The economics major: A cross-sectional view. Rachel A. Willis and Paul J. Pieper. *J Econ Ed*, Vol. 27, No. 4: 337-349 Fall 96
- The effect of quantitative prerequisites on performance in intermediate microeconomics. Peter Von Allmen. *JEB*, Vol. 72, No. 1: 18-22 Sep/Oct 96
- The effectiveness of computer exercises in introductory statistics. Tod S. Porter and Teresa M. Riley. *J Econ Ed*, Vol. 27, No. 4: 291-299 Fall 96
- The evolution of macroeconomic theory and implications for teaching intermediate macroeconomics. Richard T. Froyen. *J Econ Ed*, Vol. 27, No. 2: 108-115 Spring 96
- The impact of integrating scholarship on women into introductory economics: Evidence from one institution. Maureen J. Lage and Michael Treglia. *J Econ Ed*, Vol. 27, No. 1: 1-10 Winter 96
- The macroeconomics curriculum: A proposal for change. George Davis. *J Econ Ed*, Vol. 27, No. 2: 126-138 Spring 96
- The making of a research economist. Russ Ray, Steve Gohmann, Julia Lane and Dennis Glennon. *JEB*, Vol. 71, No. 4: 219-222 Mr/AP 96
- The optimal level and disposition of saving and the mix of monetary and fiscal policy in intermediate macroeconomics. Ian M. McDonald. *J Econ Ed*, Vol. 27, No. 2: 170-192 Spring 96
- The strategies and characteristics of exporting SMEs: A study of Peruvian firms. Mercedes Douglas. *J Global Mkt*, Vol. 9, No. 4: 35-56 96
- Total quality management in economic education: Defining the market. Margaret A. Ray. *J Econ Ed*, Vol. 27, No. 3: 276-283 Summer 96
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Entrepreneurship/Small Business

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Consultant dilemmas: Lessons from the trenches. Virginia Bianco-Mathis and Nancy Veazey. T&D, Vol. 50, No. 7: 38-42 JI 96

Entrepreneurship development in Kenyan technical education exploring the "state of the art." Eunice Kanyi and Sandra Ubelacker. DPE Proc, 105-109 96

Exploring student interest in entrepreneurship courses. Charles R. Duke. JME, 35-45 Fall 96

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- Breakeven periods for individual retirement accounts with partial withdrawals. Premal P. Vora. *Fin C&P*, Vol. 7: 49-56 96
- Can we agree on the topics financial managers need to know? Practitioners and educators respond. Gail A. Hoover. *DPE Proc*, 55-58 96
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- Determinants of couples' defined contribution retirement funds. Yoonkyung Yuh and Sharon A. DeVaney. *Fin C&P*, Vol. 7: 31-38 96
- Determinants of financial adequacy for retirement. Jieyu Li, Catherine Phillips Montalto and Loren V. Geistfeld. *Fin C&P*, Vol. 7: 39-48 96
- Effect of financial resources and credit on savings behavior of low-income families. Joan Koonce Lewis. *Fin C&P*, Vol. 7: 81-86 96
- Effects of family income and life cycle stages on financial asset ownership. Jing J. Xiao. *Fin C&P*, Vol. 7: 21-30 96
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- Negative net worth and the life cycle hypothesis. Peng Chen and Michael S. Finke. *Fin C&P*, Vol. 7: 87-96 96
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Comparison of Mexican-American and Anglo-American attitudes toward money. Jose F. Medina, Joel Saegert and Alicia Gresham. *J Cons Aff*, Vol. 30, No. 1: 124-145 Summer 96

Competencies for international financial management (IFM). Bette Lewis Tokar and Raymond D. Brown. *J Teach Int Bus*, Vol. 8, No. 2: 41-56 96

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Design and delivery of training for international trainees: A case study. Jeanne M. Hites. *PIQ*, Vol. 9, No. 2: 57-74 96

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Effectiveness of standardized and adapted television advertising: An international field study approach. Aviv Shoham. *J Int Cons Mkt*, Vol. 9, No. 1: 5-23 96

Exploring country bias in a retailing environment: Implications of retailer country of origin. Dana-Nicoleta Lascu and Thomas Giese. *J Global Mkt*, Vol. 9, No. 1: 41-58 95

Export attitudes and behaviour in India: A pilot study. Sanjay K. Jain and M. C. Kapoor. *J Global Mkt*, Vol. 10, No. 2: 75-95 96

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Global information systems quality: Key issues and challenges. Klara G. Nelson. *J Global IM*, Vol. 4, No. 4: 4-14 Fall 96

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- Impact of export promotion on export performance: A Tanzanian study. Edward E. Marandu. *J Global Mkt*, Vol. 9, No. 1: 9-39 95
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- Informatics in Uruguay: Evolution and implications. Diego Hernandez, Rick Gibson and Eugene G. McGuire. *J Global IM*, Vol. 4, No. 1: 23-31 Winter 96
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- International business and training: Preparing for the global economy. Lawrence W. Hugenberg, Renee M. LaCivita and Andra M. Lubanovic. *J Bus Com*, Vol. 33, No. 2: 205-222 Ad 96
- International business competencies required for all business school graduates. Charlotte L. Neuhauser and Barbara J. Smith. *J Teach Int Bus* Vol. 8, No. 1: 79-102 96
- International business writing projects: Learning content through process. Frances J. Ranney and Kevin M. McNeilly. *Bus Com Qtly*, Vol. 59 No. 1: 9-26 Mr 96
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- Marketing of banned pesticides and unapproved pharmaceuticals to developing countries. Michael Harvey. *J Global Mkt*, Vol. 9, No. 3: 67-93 96
- Marketing-mix standardization: Determinants of export performance. Aviv Shoham. *J Global Mkt*, Vol. 10, No. 2: 53-73 96
- Measuring values in international settings: Are respondents thinking "real" life or "ideal" life? Suzanne C. Grunert and Thomas E. Muller. *J Int Cons Mkt*, Vol. 8, No. 3/4: 169-185 96
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- The degree of internationalization: An examination of small/medium-sized electronic firms' export intensity. Frederick A. Palumbo. New York University, Doctoral dissertation 95
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Management

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- The application of the marketing concept in textbook selection: Using the Cloze Procedure. Robert Rugimbana and Chris Patel. *JME*, 14-20 Spring 96
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- The relationship between Jewish cultural intensity, orthodoxy, and brand loyalty. Joseph Stern. New York University, Doctoral dissertation 95
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Using computer networks (Intranet and Internet) to enhance your students' marketing skills. Carolyn F. Siegel. *JME*, 14-24 Fall 96

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- Personal space and communication. Joyce Neu. J CR, Vol. 57, No. 4: 40-41 Feb 96
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- Strengthening our profession's image. Don C. Carter. J CR, Vol. 57, No. 3: 31 Ja 96
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The deep structure of the field. Michele Zak. *J Bus Com*, Vol. 33, No. 4: 503-511 Oct 96

The relationship between Jewish cultural intensity, orthodoxy, and brand loyalty. Joseph Stern. *New York University, Doctoral dissertation* 95

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The status of international business-communication courses in schools accredited by the American Assembly of Collegiate Schools of Business. Diana J. Green and James Calvert Scott. *DPE J*, Vol. 38, No. 1: 43-62 Winter 96

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- A six-part approach to presentations. Mary Ellen Nourse. Bus Ed Forum, Vol. 51, No. 1: 13-15 Oct 96
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- Animation software puts presentations in motion. Steven Anzovin. Present, Vol. 10, No. 1: 54-58, 60 Ja 96
- Are you ready to go filmless? Sally Wiener Grotta and Daniel Grotta. Present, Vol. 10, No. 5: 76-78, 80-83 My 96
- Backing up: Removable storage drives. Frank Jossi. Present, Vol. 10, No. 9: 71-72, 74, 77 Sep 96
- Beginner's guide to kiosk presentations. Michael Blumfield. Present, Vol. 10, No. 12: 41-42, 44, 46, 48 Dec 96
- Buyers guide to presentation notebooks. LaTresa Pearson. Present, Vol. 10, No. 10: 47-48, 50, 52, 54-55 Oct 96
- Buying an LCD panel: What you need to know. Larry Tuck. Present, Vol. 10, No. 7: 38-40, 42, 44, 46 JI 96
- Creating presentations as a team. Frank Jossi. Present, Vol. 10, No. 7: 18-20, 22, 24-26 JI 96
- Crowd control: A well-conceived presentation is a real crowd pleaser. John Lesser. Off Sys, Vol. 13, No. 5: 19-21 My 96
- Desktop computer presentation competencies needed in the business world. Lonnie Echternacht. OSRA Proc, 139-146 96
- Digital audio editing software for Mac and PC. David M. Rubin. Present, Vol. 10, No. 8: 29-30, 32, 34, 36 Aug 96
- Don't let font woes put a damper on your presentation. David Farkas. Present, Vol. 10, No. 1: 30-32, 34 Ja 96
- DV stands for Dynamite Video. LaTresa Pearson. Present, Vol. 10, No. 8: 38-40, 42-44 Aug 96
- Film recorders exposed. Dona Z. Meliach. Present, Vol. 10, No. 6: 56-58, 60, 62, 64 Ju 96
- Graphics tablets make mouse calls. Joe Farace. Present, Vol. 10, No. 4: 48, 50, 52 Ap 96
- Harnessing the power of digital video. Jeff Sauer. Present, Vol. 10, No. 10: 57-58, 60, 62, 64, 66 Oct 96
- How not to make an impact. Steven Anzovin. Present, Vol. 10, No. 3: 16-18, 20, 22, 24 Mr 96
- How to create handouts they'll keep. Sue Hinkin. Present, Vol. 10, No. 9: 63-64 Sep 96

- How to dodge a speeding bullet. Sue Hinkin. Present, Vol. 10, No. 3: 27-28, 30 Mr 96
- How to make a big impression. Sue Hinkin. Present, Vol. 10, No. 4: 29-30, 32, 34, 39 Ap 96
- Image conscious. Don Moss. Present, Vol. 10, No. 5: 30-32, 34 My 96
- LCD projectors grow brighter and shrink lighter. Daniel Frankel. Present, Vol. 10, No. 1: 38-40, 42, 44, 46, 48, 50, 52 Ja 96
- Make them stop, look and listen. Lorraine Denham. Present, Vol. 10, No. 5: 20-21, 24, 26-28 My 96
- Make your ideas count. David K. Lindo. Man Off Tech, Vol. 41, No. 5: 36-38 My 96
- Multimedia the XPress way. Stephen Muller. Pub, Vol. 11, No. 7: 44-49 Jl 96
- Need new tools? Here's how to get 'em: 3 success stories show the way. Wendy Webb. Present, Vol. 10, No. 12: 34-36, 38-39 Dec 96
- Picture-perfect presentations. Sally Wiener Grotta and Daniel Grotta. Present, Vol. 10, No. 3: 50-59 Mr 96
- Planning and delivering effective oral presentations. Jack E. Hulbert. Bus Ed Forum, Vol. 50, No. 4: 42-44 Ap 96
- Presentation makeover. Michael Wells. Present, Vol. 10, No. 8: 24-26 Aug 96
- Presentation software steps into the spotlight. Daniel Frankel. Present, Vol. 10, No. 5: 66-68, 70, 72, 74 My 96
- Presentation software use and training. Marilyn R. Chalupa. OSRA Proc, 147-154 96
- Presentation workhorses: Overhead projectors are easy to use, economical and everywhere. Frank Jossi. Present, Vol. 10, No. 12: 51-55
- Presenter's choice award. Present, Vol. 10, No. 6: 20-22, 24, 26, 28, 30 Ju 96
- Presenting ideas effectively to groups. Anne B. Freedman. J CR, Vol. 57, No. 4: 42-43, 45 Feb 96
- Resources on the road. Dona Z. Meilach. Present, Vol. 10, No. 8: 14-16, 18, 20 Aug 96
- Show and tell. Richard B. Elsberry. Off Sys, Vol. 13, No. 2: 25-28 Feb 96
- The candidates deliver: Rating Clinton and Dole on presentation style. Frank Jossi. Present, Vol. 10, No. 10: 30-32, 34, 36, 38-39 Oct 96
- The impact of multimedia presentations in the classroom. Kris Evert. Bus Ed Forum, Vol. 51, No. 1: 15-17 Oct 96
- Think globally, present locally. LaTresa Pearson. Present, Vol. 10, No. 4: 20-22, 24, 26-27, 68 Ap 96
- Unleash your drawing power. Steven Anzovin. Present, Vol. 10, No. 4: 40-47 Ap 96
- Use of presentation graphics software by administrative support personnel: Implications for business educators. Melody W. Alexander. DPE J, Vol. 38, No. 3: 139-154 Summer 96
- Using color in presentations. Marie E. Flatley. Bus Com Qtlly, Vol. 59, No. 1: 90-92 Mr 96
- Using presentation software and technology in the classroom. Raymond Landry, Jr. and William Francisco. Bus Ed Forum, Vol. 51 No. 1: 9-12 Oct 96
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Speaking

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Planning and managing organizational meetings: An empirical analysis of written and oral communications. Roger J. Volkema and Fred Niederman. *J Bus Com*, Vol. 33, No. 3: 275-296 J1 96

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Writing

A user-oriented focus to evaluating accountants' writing skills. Anthony H. Catanach, Jr. and Steven Golen. *Bus Com Qtlly*, Vol. 59 No. 4: 111-121 Dec 96

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Book review: Techniques for technical communicators by Carol M. Barnum and Saul Carliner. Carol A. Crysup. *Bus Com Qtlly*, Vol. 59, No. 3: 124-125 Sep 96

Connections between reading and writing: What the experts say. Meredith Lindsey. *Clearings*, Vol. 70, No. 2: 103-105 Nov/Dec 96

Evaluating strategies for business writing assignments: Integrating the process approach and self-assessment. Kay White. *ABA Read*, Vol. 5: 29-36 96

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Hot points. Melissa L. Reichley. *Off Sys*, Vol. 13, No. 8: 44-45 Aug 96

Human factors in high-tech writing: Targeting the right tool for professional development. Louise Rehling. *Bus Com Qtlly*, Vol. 59, No. 3: 56-63 Sep 96

International business writing projects: Learning content through process. Frances J. Ranney and Kevin M. McNeilly. *Bus Com Qtlly*, Vol. 59 No. 1: 9-26 Mr 96

Introducing realism into business writing: Extended conflict with a hostile audience. Jerome Curry. *Bus Com Qtlly*, Vol. 59, No. 3: 77-87 Sep 96

Job-refusal letters: Readers' affective responses to direct and indirect organizational plans. Gwendolyn N. Smith, Rebecca F. Nolan and Yong Dai. *Bus Com Qtlly* Vol. 59, No. 1: 67-73 Mr 96

Native and nonnative student writers. Ron Featheringill, Jean Fuller and Gayle Vogt. *Bus Com Qtlly* Vol. 59, No. 3: 29-42 Sep 96

On writing well: An E-mail dialogue. Dan Dieterich and Joel Bowman. *Bus Com Qtlly*, Vol. 59, No. 3: 43-55 Sep 96

Planning and managing organizational meetings: An empirical analysis of written and oral communications. Roger J. Volkema and Fred Niederman. *J Bus Com*, Vol. 33, No. 3: 275-296 J1 96

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Student perceptions of the value of a prewriting problem-solving plan. Janet K. Winter. *Bus Com Qtlly*, Vol. 59, No. 4: 47-55 Dec 96

The GMAT analytical writing assessment: Opportunity or threat for management communication? Priscilla S. Rogers and Jone Rymer. *Bus Com Qlty*, Vol. 59, No. 2: 70-85 Ju 96

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The writing of nurse managers: A neglected area of professional communication research. Lee A. Spears. *Bus Com Qlty*, Vol. 59, No. 1: 54-66 Mr 96

Tips on reviewing students' resumes. M. Theodore Farris, II and Jeanne D. Maes. *JEB*, Vol. 71, No. 6: 368-371 JI/Aug 96

Using quizzes for feedback and revision of written assignments. Barbara W. Scofield. *Bus Com Qlty*, Vol. 59, No. 1: 81-85 Mr 96

Using rhetorical cases to teach writing skills and enhance economic learning. Dennis J. Palmini. *J Econ Ed*, Vol. 27, No. 3: 205-216 Summer 96

Written communication competencies developed in postsecondary accounting programs. Shawn Plant. *Lehman College, Master's thesis* 95

Written language skills of entry-level accountants as assessed by experienced CPAs. Sandra J. Nelson, Susan Moncada and Douglas C. Smith. *Bus Com Qlty*, Vol. 59, No. 4: 122-128 Dec 96

Curriculum

Business education in the NAFTA era: Implications for curriculum and instruction. Sheryl L. Santos. *ABEA J*, Vol. 15, No. 1: 1-10 Spring 96

Business teachers' perceptions of curriculum integration and importance related to the topic of employment in culturally diverse work environments. Marlyne K. Johnson. *Central ton University, Master's thesis* 95

Information processing programs—Factors most influential in this educational choice. Barbara A. Morgan. *OSRA Proc*, 23-38 96

Infusing quality elements into a business program. John A. Swope and Robert L. Wisley. *Bus Ed Forum*, Vol. 50, No. 4: 31-35 Ap 96

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Programs meeting the needs of business and students. Peter F. Meggison. *NBEA Yrbk*, No. 34: 41-53 96

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Workplace readiness skills. Marcia A. Anderson-Yates. *NBEA Yrbk*, No. 34: 136-147 96

Colleges and Universities

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An assessment model for surveying graduates. Cindy Meyer Hanchey. *J CIS*, Vol. 36, No. 2: 67-75 Winter 95/96

Applicant evaluation in an executive MBA program. Larry R. Arnold, Amiya K. Chakravarty and Nagraj Balakrishnan. *JEB*, Vol. 71, No. 5: 277-283 My/Ju 96

Assessing the use of total quality management in the business school classroom. Kenneth E. Bass, Scott A. Dellana and Frederic J. Herbert. *JEB* Vol. 71, No. 6: 339-343 JI/Aug 96

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CIS/MIS curriculums in AACSB-accredited colleges of business. J. Lee Maier and Stan Gambill. *JEB*, Vol. 71, No. 6: 329-333 JI/Aug 96

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Computer end-user skills U. S. corporations recommend business students to possess now and toward 2000. Jensen J. Zhao. *DPE Proc*, 79-84 96

Computer technology in undergraduate business school curricula. Brenda Massetti, Thomas Abraham and Thomas Goeller. *J CIS*, Vol. 36, No. 2: 44-52 Winter 95/96

Creativity: Important addition to national joint undergraduate IS curriculum. J. Daniel Couger. *J CIS*, Vol. 37, No. 1: 39-41 Fall 96

Curriculum development: The need for business/education cooperation. Michael Bronner. *OSR J*, Vol. 14, No. 1: 13-17 Spring 96

Evaluating the educational needs of future financial managers: Perceptions of practitioners and educators. Gail A. Hoover. *DPE J*, Vol. 38, No. 2: 83-99 Spring 96

Evaluation of a multimethod undergraduate management skills development program. Marian M. Extejt, J. Benjamin Forbes and Jonathan E. Smith. *JEB*, Vol. 71, No. 4: 223-231 Mr/Ap 96

Factors influencing the selection of business majors as perceived by transfer and non-transfer business students. Norma Jeanne Jenkins Soileau. Louisiana State University, Doctoral dissertation 95

General management skills: Do practitioners and academic faculty agree on their importance? Nancy M. Levenburg. *JEB*, Vol. 72, No. 1: 47-51 Sep/Oct 96

Improving the delivery of the undergraduate international business course. John Thanopoulos, Leon Rasberry and A. A. Alrubaiy. *J Teach Int Bus*, Vol. 7, No. 3: 33-43 96

Integrating ethical awareness into the curriculum. Lindle Hatton. *JEB*, Vol. 71, No. 4: 237-240 Mr/Ap 96

Integrating quality improvement tenets into the marketing curriculum. Greg W. Marshall, Felicia G. Lassk, Karen Norman Kennedy, and Jerry R. Goolsby. *JME*, 28-38 Summer 96

Intellectual motivation and its relationship to selected characteristics of collegiate business and liberal arts majors. John W. Collins. New York University, Doctoral dissertation 95

International business competencies required for all business school graduates. Charlotte L. Neuhauser and Barbara J. Smith. *J Teach Int Bus* Vol. 8, No. 1: 79-102 96

Internationalising the business student. John E. Beck, Alma M. Whiteley and Peter R. McFetridge. *J Teach Int Bus*, Vol. 7, No. 4: 91-105 96

Internationalizing the marketing curriculum: The professional marketer's perspective. William J. Lundstrom, D. Steven White and Camille P. Schuster. *JME*, 5-16 Summer 96

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Multimedia resources: Their presence, use, and management in AACSB colleges of business. Betty A. Kleen and L. Wayne Shell. *J CIS*, Vol. 36, No. 3: 30-36 Spring 96

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- Reconfiguring the business school: A normative approach. Clifford T. West and Kenneth E. Aupperle. *JEB*, Vol. 72, No. 1: 37-41 Sep/Oct 96
- Structural issues in distance education. Greg Kearsley and William Lynch. *JEB*, Vol. 71, No. 4: 191-195 Mr/Ap 96
- Student learning style: A segmentation strategy for higher education. William R. Wynd and Carl S. Bozman. *JEB*, Vol. 71, No. 4: 232-235 Mr/Ap 96
- Students' perceptions towards accounting: The effects of the first university accounting course. Joseph Abekah, Elin Maher and Robert Maher. *DPE J*, Vol. 38, No. 3: 167-179 Summer 96
- Survey of stakeholders: A tool for assessing the importance of proposed curriculum changes. Sandra J. Smith and Robert L. Demichiell. *JEB*, Vol. 71, No. 6: 325-328 J/ Aug 96
- The Baldrige Education Pilot Criteria 1995: An integrated approach to continuous improvement in education. Demetrius Karathanos and Patricia Karathanos. *JEB*, Vol. 71, No. 5: 272-276 My/Ju 96
- The departmental history of business and vocational education at The University of North Dakota 1884 and 1995. Barbara A. Streifel Graham. The University of North Dakota, Master's thesis 95
- The first course in accounting: Using TQM graphical problem-solving techniques. Thomas L. Kirkpatrick and J. Howard Baker. *Bus Ed Forum*, Vol. 51, No. 1: 23-26 Oct 96
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- The macroeconomics curriculum: A proposal for change. George Davis. *J Econ Ed*, Vol. 27, No. 2: 126-138 Spring 96
- The match between undergraduate academic instruction and actual field practices in production/operations management. Donald H. Hammond, Sandra J. Hartman and Richard A. Brown. *JEB* Vol. 71, No. 5: 263-266 My/Ju 96
- The model curriculum in organizational and end-user information systems—A national evaluation by information systems professionals. C. Steven Hunt and Charles M. Ray. *OSRA Proc*, 85-92 96
- The OEIS model curriculum: A template for implementation. Duane R. Moses and Susan S. Rehwaltd. *OSR J*, Vol. 14, No. 1: 23-29 Spring 96
- The Office Systems Research Association organizational and end-user information systems (OEIS) model curriculum. OSRA Curriculum Revision Group. *OSR J*, Vol. 14, No. 1: 53-76 Spring 96
- The organizational and end-user information systems model curriculum: Its development process. Bridget N. O'Connor. *OSR J*, Vol. 14, No. 1: 18-22 Spring 96
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Too little, too late: Are business schools falling behind the times? Linda E. Parry, Leane Rutherford and Patricia A. Merrier. *JEB* Vol. 71, No. 5: 293-299 My/Ju 96

Using student journals to improve the academic quality of internships. Cynthia T. Alm. *JEB*, Vol. 72, No. 2: 113-115 Nov/Dec 96

Elementary

Elementary school keyboarding in Springfield, Missouri, public schools. Cathy Van Landuyt. Southwest Missouri State University, Master's thesis 95

Integrating technology into the elementary curriculum. Leslie J. Davison and Beverly J. Kochmann. *Bus Ed Forum*, Vol. 50, No. 3: 26-29 Feb 96

Introducing early keyboarding skills: Who, what, where, and how? Patricia Nieman. *Bus Ed Forum*, Vol. 51, No. 1: 27-30 Oct 96

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Graduate

Preparing MBA students for the world of professional communication. Aline Wolff. *Bus Com Qlty*, Vol. 59, No. 2: 86-94 Ju 96

An MBA communication program in an entirely integrated management core. Kathleen Kelly and Sydel Sokuvitz. *Bus Com Qlty*, Vol. 59, No. 2: 56-69 Ju 96

Applicant evaluation in an executive MBA program. Larry R. Arnold, Amiya K. Chakravarty and Nagraj Balakrishnan. *JEB*, Vol. 71, No. 5: 277-283 My/Ju 96

Forging links between the academic and business communities. Deborah Britt Roebuck and Dorothy E. Brawley. *JEB*, Vol. 71, No. 3: 125-128 Ja/Feb 96

Graduate business students' preferences for the managerial communication course curriculum. Geraldine E. Hynes and Vinita Bhatia. *Bus Com Qlty*, Vol. 59, No. 2: 45-55 Ju 96

Predicting academic performance in graduate business programs: When does age make a difference? John C. Palmer and Robert E. Wright. *DPE J*, Vol. 38, No. 2: 72-80 Spring 96

Teaching a client/server course to business graduate students. J. Steve Davis. *J CIS*, Vol. 37, No. 1: 42-47 Fall 96

The communication audit: A framework for teaching management communication. Annette N. Shelby and N. Lamar Reinsch, Jr. *Bus Com Qlty*, Vol. 59, No. 2: 95-108 Ju 96

The GMAT analytical writing assessment: Opportunity or threat for management communication? Priscilla S. Rogers and Jone Rymer. *Bus Com Qlty*, Vol. 59, No. 2: 70-85 Ju 96

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Junior High/Middle School

A middle school language arts unit: Career awareness and the power of language. Marty Jacobs, Allan L. Beane and Bobby G. Malone. *Clearings*, Vol. 69, No. 5: 299-300 My/Ju 96

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Guidance, the middle school way. Carolyn Bunting. Clearings, Vol. 69, No. 5: 261-262 My/Ju 96

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Postsecondary/Community College

A follow-up study of North Dakota ACTS project students for the year 1994. Shirley Tiokasin. The University of North Dakota, Master's thesis 95

A model for the development of the associate of applied science in law enforcement. Carlton Johnson. The University of North Dakota, Master's thesis 95

Equine industries management baccalaureate curriculum development. Lyle Wick. The University of North Dakota, Master's thesis 95

Instructor perceptions of community college office systems program competencies: Implications for the profession. Marcia A. Anderson-Yates, Linda Wiggs and Yvonne Atiba-Davies. OSRA Proc, 15-22 96

Integrating business into program decision making for the Putnam/Northern Westchester Board of Cooperative Educational Services. Andrea M. Ward. Master's thesis 95

Postsecondary office systems instructors: Their expertise and their perceptions of program competencies. Marcia A. Anderson and Yvonne Atiba-Davies. DPE Proc, 183-188 96

Secondary/High School

A determination of the SCANS skills, competencies, and personal qualities being included in the business curriculums of Nebraska public secondary schools. Kari K. Anderson and Janice K. Barton. DPE Proc, 85-91 96

A light beckons. Marlene Lozada. Techniq, Vol. 71, No. 6: 27-31 Sep 96

Alternative scheduling and delivery. Jacqueline M. Schliefer, Mary M. Crisp and Ginny Held. NBEA Yrbk, No. 34: 54-63 96

An analysis of an achievement test for word processing for selected Virginia High School business computer applications students. Arthur S. Williams, Sr. DPE J, Vol. 38, No. 2: 100-122 Spring 96

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The development of a five-year technology model for Maddock Public School, Maddock, North Dakota. Florene Kallenbach. The University of North Dakota, Master's thesis 95

Document Design and Production

A spot of color. Jim Benson. Pub, Vol. 11, No. 2: 84-86 Feb 96

Ad production made E-Z. Jeanette Borzo. Pub, Vol. 11, No. 2: 72-76, 77 Feb 96

All over the map. Barry Green and Erika Bauer. Pub, Vol. 11, No. 4: 70-76, 78 Ap 96

All the white moves. Nan McCarthy. Pub, Vol. 11, No. 11: 62-63, 65, 67, 69 Nov 96

Are your forms hindering your business? Robert H. Linsky. Man Off Tech, Vol. 41, No. 4: 52-53 Ap 96

Catch 'em and keep 'em. Nancy J. McCarthy. Pub, Vol. 11, No. 5: 62-67 My 96

Desktop publishing in the business environment. Douglas C. Smith, Sandra J. Nelson and Kenneth R. Mayer. NABTE Rev, No. 23: 28-32 96

Desktop publishing's big four. LaTresa Pearson. Present, Vol. 10, No. 9: 80-84, 86-87 Sep 96

Good-looking opticals. Bob Weibel. Pub, Vol. 11, No. 5: 70-72, 74, 76 My 96

HiFi images. L. Mills Davis. Pub, Vol. 11, No. 2: 52A-52D Feb 96

If you build it Janine Warner. Pub, Vol. 11, No. 4: 42-48, 50 Ap 96

Image conscious. Don Moss. Present, Vol. 10, No. 5: 30-32, 34 My 96

Impact awards: The top products of the year. Serena Herr. Pub, Vol. 11, No. 12: 52-63 Dec 96

Labor of love. Nancy J. McCarthy. Pub, Vol. 11, No. 2: 56-57, 59-60, 62, 64 Feb 96

Looking forward, looking back. Jake Widman. Pub, Vol. 11, No. 9: 48-55, 58, 60, 62, 64-66 Sep 96

Looking good. Barry Green. Pub, Vol. 11, No. 2: 79-82 Feb 96

Making the right connections. Lawrence Kingsley and Serena Herr. Pub, Vol. 11, No. 3: 68-74 Mr 96

Mind your own business paper. Debra A. Velsmid. Off Sys, Vol. 13, No. 11: 30-32, 34 Nov 96

Parallel publishing. Pat Soberanis. Pub, Vol. 11, No. 12: 67-72 Dec 96

Process colors. Joe Clark. Pub, Vol. 11, No. 1: 76-80, 82 Ja 96

Seeing is believing. Bruce Fraser. Pub, Vol. 11, No. 11: 50-51, 53, 55-56, 58 Nov 96

Teaching Acrobat new tricks. Pat Soberanis. Pub, Vol. 11, No. 4: 60-61, 63, 65-66, 68 Ap 96

Teaching by example: Suggestions for assignment design. Marilyn A. Dyrud. Bus Com Qtlly, Vol. 59, No. 3: 67-70 Sep 96

Teaching the rhetoric of document design. Michael J. Hassett. Bus Com Qtlly, Vol. 59, No. 3: 65-67 Sep 96

The Mod squad. Bob Weibel. Pub, Vol. 11, No. 9: 72-76 Sep 96

Using color in presentations. Marie E. Flatley. Bus Com Qtlly, Vol. 59, No. 1: 90-92 Mr 96

Graphics

6 business graphics programs to spice up your presentations. David F. Farkas. Present, Vol. 10, No. 7: 48-50, 52 Jl 96

A stitch in tiles. Diane Burns. Pub, Vol. 11, No. 10: 111-112, 114 Oct 96

Back to the drawing boards. Jim Benson. Pub, Vol. 11, No. 1: 87-88, 90 Ja 96

Compressed for time. Bruce Fraser. Pub, Vol. 11, No. 3: 50-55 Mr 96

Decent exposure. Barry Green. Pub, Vol. 11, No. 7: 69-72, 74, 76-78 JI 96

Graphics tablets make mouse calls. Joe Farace. Present, Vol. 10, No. 4: 48, 50, 52 Ap 96

Making it big. Joe Clark. Pub, Vol. 11, No. 11: 80-84, 86 Nov 96

Over, under, around, and through. Diane Burns. Pub, Vol. 11, No. 7: 81-83 JI 96

Scanning for gold. Serena Herr. Pub, Vol. 11, No. 12: 76-81 Dec 96

Serves you right. Barry Green. Pub, Vol. 11, No. 1: 68-73 Ja 96

That come-dither look. Jim Benson. Pub, Vol. 11, No. 8: 91-93 Aug 96

Unleash your drawing power. Steven Anzovin. Present, Vol. 10, No. 4: 40-47 Ap 96

Keyboarding

A comparative study of traditional keyboarding instruction and the Herzog System of keyboarding instruction. Julie A. Swadley. Southwest Missouri State University, Master's thesis 95

A study of keyboarding trends. Mary Alice Griffin, Randy H. McElvey and Donnie J. McGahee. Bus Ed Forum, Vol. 51, No. 2: 27-29 Dec 96

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Brain dominance and speed achievement in keyboarding. Janet Hasten. Eastern Illinois University, Master's thesis 95

Comparison of two keyboarding methods: Traditional versus keyboard mastery. Jeanne Redel. Northwest Missouri State University, Master's thesis 95

Elementary keyboarding and instructors' perceptions of its value in Virginia. Diane H. Hughes. Radford University, Master's thesis 95

Elementary school keyboarding in Springfield, Missouri, public schools. Cathy Van Landuyt. Southwest Missouri State University, Master's thesis 95

Healthy keyboarding: What you should know. Susannah Zak Figura. Man Off Tech, Vol. 41, No. 7: 27-28 JI 96

Introducing early keyboarding skills: Who, what, where, and how? Patricia Nieman. Bus Ed Forum, Vol. 51, No. 1: 27-30 Oct 96

Keyboarding—The critical link for successful communication. Marcia A. Anderson-Yates and Clara Mae Baker. Bus Ed Forum, Vol. 50, No. 4: 50-52 Ap 96

Keyed off: A better typewriter and computer keyboard arrangement has been available since the 1940s. Why hasn't it become the standard? Waldo T. Boyd. Off Sys, Vol. 13, No. 5: 50-51, 58 My 96

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The impact of group support systems (GSS) on the stages of development of corporate teams: A field study. Margaretta Judith Johnson Caouette. New York University, Doctoral dissertation 95

The information architecture and process innovation project: A university initiative. Kathleen S. Hartzel, Nicholas C. Laudato and Dennis J. DeSantis. *OSRA Proc*, 115-122 96

The latest on voice recognition technology. Martha Reifschneider. *J CR*, Vol. 57, No. 3: 38-39, 41 Ja 96

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Database Management

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INCAs: Managing dynamic workflows in distributed environments. Daniel Barbara, Sharad Mehrotra and Marek Rusinkiewicz. *J DBM*, Vol. 7, No. 1: 5-15 Winter 96

Key migration issues in client-server computing: How do we get there from here? Diane Lockwood. *J CIS*, Vol. 36, No. 2: 89-93 Winter 95/96

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Decision Support Systems

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Are you ready to go filmless? Sally Wiener Grotta and Daniel Grotta. *Present*, Vol. 10, No. 5: 76-78, 80-83 My 96

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Expert Systems

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A sound system primer for presenters. Rebecca Day. *Present*, Vol. 10, No. 11: 47-48, 50, 52 Nov 96

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Client/server: What else can that server do? Don Hilton. *Man Off Tech*, Vol. 41, No. 10: 37 Oct 96

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Dream monitors. Barry Green. *Pub*, Vol. 11, No. 9: 78-80, 82, 84, 86 Sep 96

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Get on board. Barry Green. *Pub*, Vol. 11, No. 8: 85-87 Aug 96

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Harnessing the power of digital video. Jeff Sauer. *Present*, Vol. 10, No. 10: 57-58, 60, 62,64,66 Oct 96

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Presenter's choice award. Present, Vol. 10, No. 6: 20-22, 24, 26, 28,30 Ju 96

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Understanding modem technology. T. J. McCue. Man Off Tech, Vol. 41, No. 9: 47-48 Sep 96

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A walk on the wired side. Sacha Cohen. T&D, Vol. 50, No. 12: 14-19 Dec 96

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Client/server: What else can that server do? Don Hilton. Man Off Tech, Vol. 41, No. 10: 37 Oct 96

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Data security: Protecting the network. John Tuomy. Man Off Tech, Vol. 41, No. 3: 33-34 Mr 96

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- Ensuring Internet security. Abbas Foroughi and William C. Perkins. *J CIS*, Vol. 37, No. 1: 33-38 Fall 96
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- Key migration issues in client-server computing: How do we get there from here? Diane Lockwood. *J CIS*, Vol. 36, No. 2: 89-93 Winter 95/96
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- Network contact management fulfills potential. Jon V. Ferrara. *Man Off Tech*, Vol. 41, No. 4: 39-40 Ap 96
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- Outsourcing helps DIRECTV focus on subscribers. *Man Off Tech*, Vol. 41, No. 8: 20-21 Aug 96
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- Potential risks of Internet access and some management strategies. Chang-Tseh Hsieh, Sigrun Schubert and Engming Lin. *J CIS*, Vol. 37, No. 1: 29-32 Fall 96
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- Shared experiences. Kevin Shea. *Off Sys*, Vol. 13, No. 11: 38, 40 Nov 96
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- Technology, telecommuting: Genesis for change. Kenneth Shulman and John Reiser. *Man Off Tech*, Vol. 41, No. 12: 32-33 Dec 96
- The impact of network layer on the deadline assignment strategies in distributed real-time database systems. Victor C. S. Lee, Kam-yiu Lam, Kwok-wa Lam, and Joseph K. Y. Ng. *J DBM*, Vol. 7, No. 2: 24-33 Spring 96

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Understanding modem technology. T. J. McCue. *Man Off Tech*, Vol. 41, No. 9: 47-48 Sep 96

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Optical Disk

Good-looking opticals. Bob Weibel. *Pub*, Vol. 11, No. 5: 70-72, 74, 76 My 96

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Avoiding a records management nightmare. Ira A. Penn. *Recs Mgt Qtly*, Vol. 30, No. 1: 26-29 Ja 96

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Can teachers justify installing computer networks in schools? Terri Welch. Northwest Missouri State University, Master's thesis 95

Chapter information officer (CIO). John T. Phillips, Jr. *Recs Mgt Qtly*, Vol. 30, No. 4: 38-40 Oct 96

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Software

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An MS-DOS-based software portfolio using shareware. John F. Schrage. *THE J*, Vol. 24, No. 2: 81-85 Sep 96

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- Microsoft Word 6.0 for Windows and Advanced Microsoft Word 6.0 for Windows. Joy L. Kuby. University of Minnesota, Master's thesis 95
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- PIMs reach out to new possibilities. Michael J. Major. Man Off Tech, Vol. 41, No. 11: 32-33 Nov 96
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Equipment and Supplies

A scanner for your desk? John Dykeman. *Man Off Tech*, Vol. 41, No. 3: 36, 38 Mr 96

Alive and clicking. Daniel Frankel. *Present*, Vol. 10, No. 6: 67-68, 70, 72, 74, 76, 78 Ju 96

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Backing up: Removable storage drives. Frank Jossi. *Present*, Vol. 10, No. 9: 71-72, 74, 77 Sep 96

Better than buying. Erin Rodewald. *Off Sys*, Vol. 13, No. 7: 43-45 Jl 96

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- Cutting-edge paper. Serena Herr. *Pub*, Vol. 11, No. 8: 78-82 Aug 96
- Desk accessories: Make your desk a kinder, gentler place. Ara Trembly. *Man Off Tech*, Vol. 41, No. 1: 63-64 Ja 96
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- Hearing aids. Mie-Yun Lee. *Off Sys*, Vol. 13, No. 11: 14, 16 Nov 96
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- Presentation workhorses: Overhead projectors are easy to use, economical and everywhere. Frank Jossi. *Present*, Vol. 10, No. 12: 51-55 Dec 96
- Productivity procurements: Stamp out mail center inefficiencies with the following 10 procurements. Richard W. Pavely. *Off Sys*, Vol. 13, No. 1: 28, 31 Ja 96
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- Shredding: Information-sensitive precaution. Rick Carey. *Man Off Tech*, Vol. 41, No. 6: 53-54 Ju 96
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- Signs of the times: Signage comes into the '90s. *Man Off Tech*, Vol. 41, No. 8: 34-35 Aug 96
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- Supplies on demand: Buy wise when it comes to office supplies. Karen Wormald. *Off Sys*, Vol. 13, No. 1: 46, 48, 59 Ja 96
- Taking it to the Net. Kathleen Dwyer. *Off Sys*, Vol. 13, No. 9: 38, 40-41 Sep 96
- Ten mistakes to avoid in on-site vendor relationships. Arlene Grimsley. *Man Off Tech*, Vol. 41, No. 2: 31 Feb 96
- The cutting edge. Richard B. Elsberry. *Off Sys*, Vol. 13, No. 7: 36, 38, 40-42 Jl 96
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- The match game: If you match the right multi-function device to the right situation, you win. Peter J. Davidson. *Off Sys*, Vol. 13, No. 4: 42, 44, 46, 48, 50 Ap 96
- The Mod squad. Bob Weibel. *Pub*, Vol. 11, No. 9: 72-76 Sep 96
- The power of enhanced fax. Maury Kauffman. *Man Off Tech*, Vol. 41, No. 4: 48-49 Ap 96
- The proof's in the printer. Bob Weibel. *Pub*, Vol. 11, No. 9: 89-90, 92, 94 Sep 96
- The ultimate SOHO. Sean Winfield. *Off Sys*, Vol. 13, No. 12: 25-29 Dec 96
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What you need to know about shredders. Lura K. Romei and Patricia M. Fernberg. *Man Off Tech*, Vol. 41, No. 10: 48-49 Oct 96

What's in the box? Peter J. Davidson. *Off Sys*, Vol. 13, No. 7: 20-22, 24, 26-27 Jl 96

Why multifunction? *Man Off Tech*, Vol. 41, No. 11: 42-43 Nov 96

Wide loads. Bob Weibel. *Pub*, Vol. 11, No. 11: 89-92 Nov 96

Wise buys. Sean Windfield. *Off Sys*, Vol. 13, No. 11: 26, 28 Nov 96

Ergonomics and Facility Management

Ah, but can your chair do this? Bill Stumpf, Don Chadwick and Bill Dowell. *Man Off Tech*, Vol. 41, No. 1: 38-40, 45 Ja 96

Analysis of tasks and responsibilities performed by New York City school secretaries. Belkis Marrero. Lehman College, Master's thesis 95

Awareness and use of ergonomically designed workstations and accessories. Candy Duncan Evans. *OSRA Proc*, 1-6 96

Charting a course toward lower workers' comp claims. Patricia M. Fernberg. *Man Off Tech*, Vol. 41, No. 3: 17, 19-21 Mr 96

CTD fear: Education is the best weapon. John C. Bruening. *Man Off Tech*, Vol. 41, No. 5: 42-43 My 96

Current events: Don't let power problems short-circuit your business. Erin Rodewald. *Off Sys*, Vol. 13, No. 3: 62, 64-65 Mr 96

Designer clues: An insider unravels the mystery of good office design. Kay Sargent. *Off Sys*, Vol. 13, No. 6: 52-54, 56-57 Ju 96

Desk accessories: Make your desk a kinder, gentler place. Ara Trembly. *Man Off Tech*, Vol. 41, No. 1: 63-64 Ja 96

Don't get short-circuited by wire management. Frank Lytle. *Man Off Tech*, Vol. 41, No. 3: 27-28 Mr 96

Exercise personal power. Nancy Huber Osterman. *Man Off Tech*, Vol. 41, No. 11: 29-31 Nov 96

Facilities planning supports changing office technologies. Loenard B. Kruk. *Man Off Tech*, Vol. 41, No. 12: 26-27 Dec 96

Friendly furnishings: Ten furniture buying tips for the 21st Century. Robert Sagot. *Off Sys*, Vol. 13, No. 1: 37-38 Ja 96

Healthy keyboarding: What you should know. Susannah Zak Figura. *Man Off Tech*, Vol. 41, No. 7: 27-28 Jl 96

Hear ye? Hear ye! Noise guidelines needed. *Man Off Tech*, Vol. 41, No. 6: 32-33 Ju 96

Hearing aids. Mic-Yun Lee. *Off Sys*, Vol. 13, No. 11: 14, 16 Nov 96

Hope for repetitive strain injury sufferers. Greg Dempster and Dana Hirsch. *J CR*, Vol. 57, No. 10: 38-42 Aug/Oct 96

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Inside moves: Will relocation answer your needs? Joanne Piersall. *Man Off Tech*, Vol. 41, No. 3: 28, 30-31 Mr 96

Integrating ergonomics into great office design. Patricia M. Fernberg. *Man Off Tech*, Vol. 41, No. 5: 21-22, 24, 26 My 96

Make yourself comfortable: Ergonomic accessories can make you feel better while working. Carrie Beth Marston. *Off Sys*, Vol. 13, No. 6: 38, 40, 77-78 Ju 96

Old, new, borrowed and green. Christina Maccherone. *Off Sys*, Vol. 13, No. 8: 11-12, 14 Aug 96

Panel discussion: Let's talk about systems furniture. Debra A. Velsmid. *Off Sys*, Vol. 13, No. 4: 51, 53-54 Ap 96

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Management techniques facilitating change acceptance by administrative support personnel. Cindy Jenkins. Southern Illinois University at Carbondale, Master's thesis 95

Nontechnical competencies needed by administrative support personnel as perceived by corporate executive. Angela Penny. Southern Illinois University at Carbondale, Master's thesis 95

Nontechnical competencies of administrative support personnel required in Egyptian and American business enterprises: A comparative study. Essam M. Shaltout. *DPE Proc*, 151-162 96

Skill tests and technology requirements for small business office support applicants. Melody W. Alexander and Charles M. Ray. *OSRA Proc*, 101-108 96

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Diversity

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Promoting microcapitalism in the service of the poor: The Grameen Model and its cross-cultural adaptation. Mohammad A. Auwal. *J Bus Com*, Vol. 33, No. 1: 27-49 Ja 96

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A comparison study on ethical standards of potential business teachers and potential businesspersons on selected business practices. Patricia Brown. *DPE J*, Vol. 38, No. 1: 1-13 Winter 96

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Occupational Information

A methodology for defining and measuring workplace competencies. Carolee Sormunen, Brien Smith and Judy Lane. *NABTE Rev*, No. 23: 12-22 96

A study of the first-year job experience of CPA candidates employed in selected public accounting firms. David S. Kohn. New York University, Doctoral dissertation 95

Accountant job patterns and job satisfaction. Joseph M. Brown. Lehman College, Master's thesis 95

Analysis of tasks and responsibilities performed by New York City school secretaries. Belkis Marrero. Lehman College, Master's thesis 95

- Assessing the value of unsolicited resume booklets in the placement of undergraduate information systems students: An expanded investigation. Roberta M. Roth, Rex Karsten and Leslie K. Duclos. *J CIS*, Vol. 36, No. 4: 99-102 Summer 96
- Business and industry need qualified workers. Wanda L. Stitt-Gohdes. *NBEA Yrbk*, No. 34: 1-9 96
- CIS electives for technical support analysts. James J. Jiang and Gary Klein. *J CIS*, Vol. 36, No. 4: 72-76 Summer 96
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- Desktop computer presentation competencies needed in the business world. Lonnie Echternacht. *OSRA Proc*, 139-146 96
- Disciplining students with disabilities and those at risk for school failure: Legal issues. Mitchell L. Yell and Reece L. Peterson. *Clearings*, Vol. 69, No. 6: 365-370 JI/Aug 96
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- Information processing programs—Factors most influential in this educational choice. Barbara A. Morgan. *OSRA Proc*, 23-38 96
- Instructor perceptions of community college office systems program competencies: Implications for the profession. Marcia A. Anderson-Yates, Linda Wiggs and Yvonne Atiba-Davies. *OSRA Proc*, 15-22 96
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- Nontechnical competencies needed by administrative support personnel as perceived by corporate executive. Angela Penny. Southern Illinois University at Carbondale, Master's thesis 95
- Nontechnical competencies of administrative support personnel required in Egyptian and American business enterprises: A comparative study. Essam M. Shaltout. *DPE Proc*, 151-162 96
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Accounting for untoward managerial actions: The mediating influence of appraisal. Jasmine Tata. *Mgt Com Qtly*, Vol. 10, No. 2: 168-188 Nov 96

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Professional Development

A study of the career development and aspirations of women in middle management. Rose Mary Wentling. *HRD Qtly*, Vol. 7, No. 3: 253-270 Fall 96

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Ethical dilemmas across professions. Michael J. Major. *J CR*, Vol. 57, No. 10: 44-47 Aug/Oct 96

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- Remembering a mentor. Linda K. Shadiow. *Clearings*, Vol. 69, No. 5: 277-279 My/Ju 96
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- Summer strides: Teachers for hire. Clifford R. McClain. *Voc Ed J*, Vol. 71, No. 5: 20-22 My 96
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- The top ten trends. Laurie J. Bassi, George Benson and Scott Cheney. *T&D*, Vol. 50 No. 11: 27-42 Nov 96
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Wanted: Chief executive coach. Lynda McDermott. *T&D*, Vol. 50, No. 5: 67-70 May 96

What lies ahead. *T&D*, Vol. 50, No. 1: 75-79 Ja 96

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Temporary Staffing

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Work Behavior

A communication metamyth in the workplace: The assumption that more is better. Stephanie Zimmermann, Beverly Davenport Sypher and John W. Haas. *J Bus Com*, Vol. 33, No. 2: 185-204 Ap 96

A comparison of selected types of teams in U.S. companies. Nina Birnbaum. University of Minnesota, Master's thesis 95

A comparison of staff acceptability of immediate versus delayed verbal feedback in staff training. Dennis H. Reid and Marsha B. Parsons. *J Org Beh Mgt*, Vol. 16 No. 2: 35-47 96

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A descriptive study of employer's attitudes concerning business etiquette instruction. Janet L. Lea. Southwest Missouri State University, Master's thesis 95

Beneficial differences: HR leaders and their business partners. Kate Ludeman. *T&D*, Vol. 50, No. 6: 42-45 Apr 96

Book review: A world waiting to be born: Civility rediscovered by M. Scott Peck. Elizabeth Guman. *PIQ*, Vol. 9, No. 2: 91-94 96

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Determining motivational gaps between workforce supervisory staff and employees. Beth King. Southern Illinois University at Carbondale, Master's thesis 95

Diversity, perceptions of equity, and communicative openness in the workplace. Deloris McGee Wanguri. J Bus Com, Vol. 33, No. 4: 443-457 Oct 96

Escape from the irresponsibility trap. Robert L. Sanders. Recs Mgt Qtly, Vol. 30, No. 2: 55-56, 58-60 62, 75 Ap 96

Evaluation of a computer simulation to assess subject preference for different types of incentive pay. Stephen M. Sundby, Alyce Dickinson and Jack Michael. J Org Beh Mgt, Vol. 16, No. 1: 45-69 96

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Freedom of speech: Construct for creating a culture which empowers organizational members. William A. Haskins. J Bus Com, Vol. 33, No. 1: 85-97 Ja 96

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Leadership values for quality in a U.S. manufacturing organization: A grounded model. Gerald Franchere. University of Minnesota, Doctoral dissertation 95

Learning orientation of employees: Moving toward organization-based assessment. Gayle Porter and Judith W. Tansky. HRD Qtly, Vol. 7, No. 2: 165-178 Summer 96

Let's bring structure back: A commentary. Judith A. Kolb. Mgt Com Qtly, Vol. 9, No. 4: 452-465 My 96

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The "business" of etiquette Cincorporating business etiquette into the business communications curriculum. Bill McPherson. *ABA Read*, Vol. 5: 67-73 96

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The human factors effects of using the mouse as a computer input device. Lonnie J. acht and Donna R. Everett. *DPE Proc*,

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The negative impact of employee poor personal financial behaviors on employers. E. Thomas Garman, Irene E. Leech and John E. Grable. *Fin C&P* Vol. 7: 157-168 96

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The role of HRD in the successful implementation of information systems. David E. Arnold. *HRD Qtly*, Vol. 7, No. 3: 271-278 Fall 96

The usual suspects: Office crime is on the rise, and the biggest threat may be your own employees. Richard B. Elsberry. *Off Sys*, Vol. 13, No. 5: 22-24, 26, 28 My 96

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Research Methodology/Issues

A markup approach to surveys and questionnaires. Jeffrey Hsu and Murray Turoff. *J EUC*, Vol. 8, No. 4: 20-27 Fall 96

A methodology for defining and measuring workplace competencies. Carolee Sormunen, Brien Smith and Judy Lane. *NABTE Rev*, No. 23: 12-22 96

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Software for surveys. John T. Phillips. *Recs Mgt Qlty*, Vol. 30, No. 1: 54-56, 82 Ja 96

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The making of a research economist. Russ Ray, Steve Gohmann, Julia Lane and Dennis Glennon. *JEB*, Vol. 71, No. 4: 219-222 Mr/Ap 96

The role of data analysis and interpretation in the research process. Lonnie Echternacht. *DPE Proc*, 249-252 96

The Web: A medium for collecting and analyzing research data. Robert J. Matyska, Jr. and Nancy D. Zeliff. *DPE Proc*, 257-259 96

Thinking and rethinking research methodology. Priscilla S. Rogers, Geoffrey A. Cross, Carol S. David, Margaret Baker Graham and Charlotte Thralls. *Bus Com Qtly*, Vol. 59, No. 3: 105-116 Sep 96

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What you really need to know about conducting field research in training and development. Lisa A. Burke. *HRD Qtly*, Vol. 7, No. 4: 369-380 Winter 96

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Teaching Issues

A discipline orientation: Analysis and critique. Annette Shelby. *Mgt Com Qtly*, Vol. 10, No. 1: 98-105 Aug 96

An investigation of learning styles and perceived academic achievement for high school students. Doris B. Matthews. *Clearings*, Vol. 69, No. 4: 249-254 Mr/Ap 96

Business communication: Present, past, and future. N. Lamar Reinsch, Jr. *Mgt Com Qtly*, Vol. 10, No. 1: 27-49 Aug 96

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Corporate communication as a discipline: Toward a definition. Paul A. Argenti. *Mgt Com Qtly*, Vol. 10, No. 1: 73-97 Aug 96

Development of a model interview assessment center. Nancy Groneman and Jennifer Walter. *OSRA Proc*, 65-70 96

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Disciplining organizational communication studies. Dennis K. Mumby and Cynthia Stohl. *Mgt Com Qtly*, Vol. 10, No. 1: 50-72 Aug 96

Hearing voices: Speculations on the future of our disciplines. Eric M. Eisenberg. *Mgt Com Qtly*, Vol. 10, No. 1: 124-130 Aug 96

Identifying the common and separate domains of business-management-organizational communication. Kim White-Mills and Donald P. Rogers. *J Bus Com*, Vol. 33, No. 3: 353-362 JI 96

Learners at risk: Three issues for educators. M. Lee Manning and Leroy G. Baruth. *Clearings*, Vol. 69, No. 4: 239-241 Mr/Ap 96

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The legitimacy of business communication. Roberta H. Krapels and Vanessa D. Arnold. *J Bus Com*, Vol. 33, No. 3: 331-352 JI 96

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Classroom Management

A simulation model for managing student computer labs. Ralph D. Neal and H. Roland Weistroffer. *J CIS*, Vol. 36, No. 3: 99-104 Spring 96

College student absenteeism. Terry D. Lundgren and Carol A. Lundgren. *DPE Proc*, 71-77 96

Crime in the classroom: An extension. Franklin G. Mixon, Jr. *J Econ Ed*, Vol. 27, No. 3: 195-200 Summer 96

Reengineering the "class attendance" process using a successive approximation approach. Cecil Schmidt. *OSRA Proc*, 109-114 96

Diverse Populations

Gender differences in computer attitudes among secondary school students in Saudi Arabia. Ibrahim M. Al-Jabri. *J CIS*, Vol. 37, No. 1: 70-75 Fall 96

The RISE Model: Motivating at-risk students to learn. Edward W. Hootstein. *Clearings*, Vol. 70, No. 2: 97-100 Nov/Dec 96

Adult basic skills needs assessment of the Devils Lake Sioux Tribe Indian Reservation. Lois Jones. The University of North Dakota, Master's thesis 95

An assessment of the service quality provided to foreign students at U.S. business schools. Chuck Tomkovick, Jamal Al-Khatib, Babu G. Baradwaj, and Sheila Iskra Jones. *JEB*, Vol. 71, No. 3: 130-135 Ja/Feb 96

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At-risk middle level students or field dependent learners? Judith C. Reiff. *Clearings*, Vol. 69, No. 4: 231-234 Mr/Ap 96

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Diversity in the classroom. Beryl C. McEwen and Thaddeus McEwen. *NBEA Yrbk*, No. 34: 74-86 96

Enhancing teaching effectiveness by improving gender equity. E. Rebecca Limback and Zinna L. Bland. *DPE Instr Strat*, Vol. 12, No. 1: Mr 96

Full inclusion of students with mild disabilities: A question of external validity. Robert Taylor and Joseph E. Justen, III. *Clearings*, Vol. 70, No. 2: 108-110 Nov/Dec 96

Graphical analysis and the visually impaired in undergraduate economics courses. Penny Kugler and Kim Andrews. *J Econ Ed*, Vol. 27, No. 3: 224-228 Summer 96

Learners at risk: Three issues for educators. M. Lee Manning and Leroy G. Baruth. *Clearings*, Vol. 69, No. 4: 239-241 Mr/Ap 96

Learning and caring communities: Meeting the challenge of at-risk youth. Fred L. Splittgerber and Harvey A. Allen. *Clearings*, Vol. 69, No. 4: 214-216 Mr/Ap 96

Multiculturalism: The range of teacher approaches. John A. Zahorik and Raymond Novak. *Clearings*, Vol. 70, No. 2: 85-89 Nov/Dec 96

Native and nonnative student writers. Ron Featheringill, Jean Fuller and Gayle Vogt. *Bus Com Qlty* Vol. 59, No. 3: 29-42 Sep 96

Placing young adolescents at risk in interscholastic sports programs. C. Kenneth McEwin and Thomas S. Dickinson. *Clearings*, Vol. 69, No. 4: 217-221 Mr/Ap 96

Predicting academic performance in graduate business programs: When does age make a difference? John C. Palmer and Robert E. Wright. *DPE J*, Vol. 38, No. 2: 72-80 Spring 96

Teacher strategies for supporting homeless students and families. Kevin J. Swick. *Clearings*, Vol. 69, No. 5: 293-296 My/Ju 96

Teaching visually impaired students in a multimedia-enriched environment. Gary Lee, Caitlin M. Groom and Frank M. Groom. *THE J*, Vol. 23, No. 7: 88-90 Feb 96

Teams supporting students at risk in the regular classroom. Robert A. Gable, Jo M. Hendrickson and Joseph P. Rogan. *Clearings*, Vol. 69, No. 4: 235-238 Mr/Ap 96

The depiction of female and male professionals in business communication textbooks. Paula Pomerence, Iris I. Varner and Suzanne Mallar. *Bus Com Qlty*, Vol. 59, No. 4: 36-46 Dec 96

The impact of integrating scholarship on women into introductory economics: Evidence from one institution. Maureen J. Lage and Michael Treglia. *J Econ Ed*, Vol. 27, No. 1: 26-36 Winter 96

The power of partnering. James A. Bernauer. *THE J*, Vol. 24, No. 3: 71-73 Oct 96

Training Japanese office studies students: An assessment report. Melody Webler Alexander. *DPE J*, Vol. 38, No. 1: 26-42 Winter 96

Why kids say they don't do homework. Pat Hinchey. *Clearings*, Vol. 69, No. 4: 242-245 Mr/Ap 96

Instructional Technology

1997 buyers guide to presentations products. *Present*, Vol. 10, No. 12: 57-142 Dec 96

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A comparison of preservice and inservice teachers' attitudes and perceptions towards using computers in the classroom. Denton Keegan. *Lehman College, Master's thesis* 95

A mentor/research model to teach library skills: An introduction to database searching. Karen R. Nissen and Barbara A. Ross. *THE J*, Vol. 24, No. 2: 96-98 Sep 96

A systemic approach to the integration of interactive distance learning into education and training. Stephen W. Harmon and Atsuri Hirumi. *JEB*, Vol. 71, No. 5: 267-271 My/Ju 96

A telecommunications-infused community action project. Thomas March and Jessica Puma. *THE J*, Vol. 24, No. 5: 66-70 Dec 96

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- An MS-DOS-based software portfolio using shareware. John F. Schrage. *THE J*, Vol. 24, No. 2: 81-85 Sep 96
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- An Rx for 20/20 vision: Vision planning and education. Gerald J. Chrisman and Clifford R. Holliday. *THE J*, Vol. 24, No. 4: 106-110 Nov 96
- Another platform heard from. Dawn L. Adams. *T&D*, Vol. 50, No. 5: 79-80 May 96
- Beginner's guide to kiosk presentations. Michael Blumfield. *Present*, Vol. 10, No. 12: 41-42, 44, 46, 48 Dec 96
- Building a school district's wide area network. Vern L. Mastel. *THE J*, Vol. 23, No. 9: 69-75 Ap 96
- Buying an LCD panel: What you need to know. Larry Tuck. *Present*, Vol. 10, No. 7: 38-40, 42, 44, 46 Jl 96
- Combining strategic technologies to facilitate the teaching of international business. Desmond Klass and Alma M. Whiteley. *J Teach Int Bus*, Vol. 7, No. 4: 49-64 96
- Continuous online student performance evaluations. Douglas K. Smith and Barbara J. Minnick. *JEB*, Vol. 72, No. 1: 24-27 Sep/Oct 96
- Creating opportunities for effective and equitable use of technology: A partnership model. Colleen B. Wilcox. *THE J*, Vol. 24, No. 3: 86-88 Oct 96
- Creating WWW home pages: An instructional unit. Quible. *JEB*, Vol. 71, No. 6: 349-354 Dec 96
- Crossing the great divide. Cliff Roth. *Present*, Vol. 10, No. 3: 33, 41-42, 44, 46 Mr 96
- Desktop computer presentation competencies needed in the business world. Lonnie Echternacht. *OSRA Proc*, 139-146 96
- Developing distance education classrooms. William John Boone. *THE J*, Vol. 24, No. 1: 61-64 Aug 96
- Developing hypermedia courseware through partnerships of students and instructors. Tod A. Sedbrook. *JEB*, Vol. 71, No. 4: 214-218 Mr/Ap 96
- Distance learning complements a pre-service mathematics education model. Denise LePage. *THE J*, Vol. 24, No. 1: 65-67 Aug 96
- Electronic performance support technology: Defining the domain. Marilyn Hudzina, Kurt Rowley and Walter Wager. *PIQ*, Vol. 9, No. 1: 36-48 96
- Emerging technologies in distance education for business. Chris Dede. *JEB*, Vol. 71, No. 4: 197-204 Mr/Ap 96
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- Factors facilitating teachers' use of computer technology. Warren C. Hope. *Clearings*, Vol. 70, No. 2: 106-107 Nov/Dec 96
- Getting friendly with authoring tools. Tom Barron. *T&D*, Vol. 50, No. 5: 36-46 May 96
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- Inquiry-based learning via the Internet. Alexa B. North, Joan Hubbard and Jack E. Johnson. *Bus Ed Forum*, Vol. 50, No. 4: 47-50 Ap 96
- Interactive distance learning: Perspective and thoughts. Randolph T. Barker and Charles L. Holley. *Bus Com Qtly*, Vol. 59 No. 4: 88-97 Dec 96
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- Internet sources for business educators. Richard Hannah. *JEB*, Vol. 71, No. 4: 209-213 Mr/Ap 96
- KARMA: The knowledge acquisition reference multimedia aid. Jay Liebowitz and Christine Letsky. *THE J*, Vol. 23, No. 7: 85-87 Feb 96
- LCD projectors grow brighter and shrink lighter. Daniel Frankel. *Present*, Vol. 10, No. 1: 38-40, 42, 44, 46, 48, 50, 52 Ja 96
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- Principles of CBI design and the adult learner: The need for further research. Reid A. Bates, Elwood F. Holton, III and Dian L. Seyler. *PIQ*, Vol. 9, No. 2: 3-24 96

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Rural district's partnerships bear fruit in three years. Dennis Jensen. *THE J*, Vol. 24, No. 3: 82-85 Oct 96

Secondary student and teacher attitudes toward computer-assisted learning. Jacqui Pim. *Southwest Missouri State University, Master's thesis* 95

Show and tell. Richard B. Elsberry. *Off Sys*, Vol. 13, No. 2: 25-28 Feb 96

Smarter, faster CBT development. Dan B. Ziagos. *T&D*, Vol. 50, No. 10: 52-55 Oct 96

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The effect of visualization ability and computer screen text design elements on achievement. Dawn Woodland. *Southern Illinois University at Carbondale, Doctoral dissertation* 95

The effectiveness of computer exercises in introductory statistics. Tod S. Porter and Teresa M. Riley. *J Econ Ed*, Vol. 27, No. 4: 291-299 Fall 96

The impact of multimedia presentations in the classroom. Kris Evert. *Bus Ed Forum*, Vol. 51, No. 1: 15-17 Oct 96

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What's in the cards? Larry Tuck. *Present*, Vol. 10, No. 1: 22-24, 27-28 Ja 96

Student Organizations

Factors that influence participation in student organizations: A comparison of a two-year and a four-year college. Melinda McCannon and Phyllis Bennett. *DPE Proc*, 111-115 96

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Student Recruitment

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Applicant evaluation in an executive MBA program. Larry R. Arnold, Amiya K. Chakravarty and Nagraj Balakrishnan. *JEB*, Vol. 71, No. 5: 277-283 My/Ju 96

Factors influencing the selection of business majors as perceived by transfer and non-transfer business students. Norma Jeanne Jenkins Soileau. Louisiana State University, Doctoral dissertation 95

Investigating the undergraduate student decision-making process of selecting a business specialization: A comparison of marketing and nonmarketing business students. Stephen J. Newell, Philip A. Titus and James S. West. *JME*, 57-67 Fall 96

Long-run trends in economics bachelor's degrees. Robert A. Margo and John J. Siegfried. *J Econ Ed*, Vol. 27, No. 4: 326-336 Fall 96

Recent research on the economics major: Comment. William B. Walstad. *J Econ Ed*, Vol. 27, No. 4: 371-375 Fall 96

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Why have some schools not experienced a decrease in the percentage of students majoring in economics? David Brasfield, Dannie Harrison, James McCoy, and Martin Milkman. *J Econ Ed* Vol. 27, No. 4: 362-370 Fall 96

Teacher Preparation

A comparison of induction practices of beginning and experienced business education teachers in the southern region of the United States. Victoria T. Mullenex. *NABTE Rev*, No. 23: 37-46 96

A profile of teachers of international business communication courses and their instructional methods at AACSB-accredited institutions. James Calvert Scott and Diana J. Green. *NABTE Rev*, No. 23: 23-27 96

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And then there were two . . . Marlene Lozada. *Voc Ed J*, Vol. 71, No. 1: 26-30 Ja 96

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Distance learning complements a pre-service mathematics education model. Denise LePage. *THE J*, Vol. 24, No. 1: 65-67 Aug 96

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One approach to motivating faculty to use multimedia. Grady Armstrong. *THE J*, Vol. 23, No. 10: 69-71 My 96

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Vocational teacher education: At a crossroads. Richard L. Lynch. *Voc Ed J*, Vol. 71, No. 1: 22-24 Ja 96

Teacher Performance

A comparison of induction practices of beginning and experienced business education teachers in the southern region of the United States. Victoria T. Mullenex. *NABTE Rev*, No. 23: 37-46 96

Assault on a sacred right? Chuong-Dai Vo. *Techniq*, Vol. 71, No. 7: 22-25, 48 Oct 96

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When collegiality doesn't work. Michael Koehler. *Clearings*, Vol. 69, No. 3: 167-168 Ja/Feb 96

A grading system for composition papers. Robert Lee Mahon. *Clearings*, Vol. 69, No. 5: 280-282 My/Ju 96

Testing and Evaluation

A statistical process control approach to homework assignments (or, practicing what we preach). Janis L. Miller. *JEB*, Vol. 71, No. 5: 288-292 My/Ju 96

Assessment: Key to effective learning. Susie H. VanHuss. *Bus Ed Forum*, Vol. 50, No. 4: 7-10 Ap 96

Authentic assessment. Nancy D. Zelif and Kimberly A. Schultz. *NBEA Yrbk*, No. 34: 87-105 96

Business culminating performance activities. Susan Maxam and Sue Reid. *MBEA Today*, Vol. 57, No. 3: 4-5 Ju 96

Can a multiple-choice exam discriminate between masters and nonmasters of instructional design? Sidney Leland Stepp, Sharon A. Shrock and William C. Coscarelli. *PIQ*, Vol. 9, No. 1: 23-35 96

Continuous online student performance evaluations. Douglas K. Smith and Barbara J. Minnick. *JEB*, Vol. 72, No. 1: 24-27 Sep/Oct 96

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Team testing increases performance. Linda I. Nowak, Stephen W. Miller and Judith H. Washburn. *JEB* Vol. 71, No. 5: 253-256 My/Ju 96

The Chinese cult of examinations. Sylvia H. Krebs. *Clearings*, Vol. 69, No. 5: 301-302 My/Ju 96

The GMAT analytical writing assessment: Opportunity or threat for management communication? Priscilla S. Rogers and Jone Rymer. *Bus Com Qtly*, Vol. 59, No. 2: 70-85 Ju 96

Tips on reviewing students' resumes. M. Theodore Farris, II and Jeanne D. Maes. *JEB*, Vol. 71, No. 6: 368-371 J/Aug 96

Using COCOMO in evaluating student projects in a system design course. Bel G. Raggad. *J CIS*, Vol. 36, No. 2: 94-100 Winter 95/96

Using criteria-based evaluation in computer application courses. Tina Ostwald and Karin Stulz. *Bus Ed Forum*, Vol. 50, No. 3: 33-35 Feb 96

Using peer evaluations to assess individual performances in group class projects. James R. Beatty, Robert W. Haas and Donald Sciglimpaglia. *JME* 17-27 Summer 96

Using quizzes for feedback and revision of written assignments. Barbara W. Scofield. *Bus Com Qtly*, Vol. 59, No. 1: 81-85 Mr 96

Who needs to know that Andy got a D? Stephen J. Friedman. *Clearings*, Vol. 70, No. 1: 10-12 Sep/Oct 96

Teaching Strategies

A diagrammatic demonstration of public crowding-out of private contributions to public goods. Dennis Coates. *J Econ Ed*, Vol. 27, No. 1: 49-58 Winter 96

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A role-playing exercise for development and international economics courses. Yana van der Meulen Rodgers. *J Econ Ed*, Vol. 27, No. 3: 217-223 Summer 96

A statistical process control approach to homework assignments (or, practicing what we preach). Janis L. Miller. *JEB*, Vol. 71, No. 5: 288-292 My/Ju 96

A tale of two cities: Team teaching in action. Thomas F. Stafford. *JME*, 3-13 Fall 96

An experiment in comparative advantage. Michael J. Hauptert. *J Econ Ed*, Vol. 27, No. 1: Winter 96

An MBA communication program in an entirely integrated management core. Kathleen Kelly and Sydel Sokuvitz. *Bus Com Qtly*, Vol. 59, No. 2: 56-69 Ju 96

Applying an employee-motivation model to prevent student plagiarism. John M. Malouff and Randi L. Sims. *JEB*, Vol. 72, No. 1: 58-61 Sep/Oct 96

Asking the right visuals questions. Egbert Woudstra. *Bus Com Qtly*, Vol. 59, No. 1: 93-95 Mr 96

Assessment: Key to effective learning. Susie H. VanHuss. *Bus Ed Forum*, Vol. 50, No. 4: 7-10 Ap 96

Availability of economic education materials. Susan Thomison. *Bus Ed Forum*, Vol. 50, No. 4: 45-47 Ap 96

Bringing insights from research into the teaching of intermediate macroeconomics. Steven M. Sheffrin. *J Econ Ed*, Vol. 27, No. 2: 148-155 Spring 96

Bringing literature to life. Chip Avery and Beth Avery. *Techniq*, Vol. 71, No. 7: 26-28 Oct 96

Communication and TQM in the business communication course. Janet K. Winter. *ABA Read*, Vol. 5: 13-20 96

Communication instruction in MBA programs: A survey of syllabi. Judith Bogert and David Butt. *Bus Com Qtly*, Vol. 59, No. 2: 20-44 Ju 96

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Cooperative learning: Building a democratic community. James C. Hendrix. *Clearings*, Vol. 69, No. 6: 333-336 JI/Aug 96

Cooperative learning in middle and secondary schools. Robert E. Slavin. *Clearings*, Vol. 69, No. 4: 200-204 Mr/Ap 96

- Create winners in the classroom. Patsy Nichols. *KBEA J*, 11-12 Spring 96
- Developing problem-solving skills. Ann M. Remp. *NBEA Yrbk*, No. 34: 173-186 96
- Developmental tasks of early adolescence: How adult awareness can reduce at-risk behavior. Judith L. Irvin. *Clearings*, Vol. 69, No. 4: 222-225 Mr/Ap 96
- Does cooperative learning mean equal learning? David R. Hampton and Gary Grudnitski. *JEB*, Vol. 72, No. 1: 5-7 Sep/Oct 96
- Enhancing involvement and skills with a student-led method of case analysis. Cornelia Droge and Richard Spreng. *JME*, 25-34 Fall 96
- Evaluation of a multimethod undergraduate management skills development program. Marian M. Extejt, J. Benjamin Forbes and Jonathan E. Smith. *JEB*, Vol. 71, No. 4: 223-231 Mr/Ap 96
- From Tinkertoys to TQM in the communication classroom. Bonni P. Baker and Richard Featheringham. *ABA Read*, Vol. 5: 37-43 96
- G-M underwriters: A real-life case for business communication. Anne K. Burke Erickson. *Bus Com Qtly*, Vol. 59, No. 3: 16-28 Sep 96
- Golf strategies for duffers. Donald J. Guerrieri and F. Barry Haber. *Bus Ed Forum*, Vol. 51 No. 2: 34-36 Dec 96
- Graduate business students' preferences for the managerial communication course curriculum. Geraldine E. Hynes and Vinita Bhatia. *Bus Com Qtly*, Vol. 59, No. 2: 45-55 Ju 96
- Humor: A teaching strategy. Bobbye J. Davis and Carolyn Hagler. *NJ BE Obs*, Vol. 68: 45-63 96
- Implementing middle school concepts into high schools. M. Lee Manning and Richard Sa... *Clearings*, Vol. 69, No. 6: 339-344 Dec 96
- Incorporating business ethics into course work. James A. Wright. *NBEA Yrbk*, No. 34: 187-193 96
- Infusing quality elements into a business program. John A. Swope and Robert L. Wrisley. *Bus Ed Forum*, Vol. 50, No. 4: 31-35 Ap 96
- Integrating ethics and diversity issues into economic and business statistics. Margarita M. Rose. *JEB*, Vol. 72, No. 1: 13-17 Sep/Oct 96
- Introducing realism into business writing: Extended conflict with a hostile audience. Jerome Curry. *Bus Com Qtly*, Vol. 59, No. 3: 77-87 Sep 96
- Is teaching fractions a waste of time? Patrick Groff. *Clearings*, Vol. 69, No. 3: 177-179 Ja/ Feb 96
- Labor market experiment. Michael J. Hauptert. *J Econ Ed*, Vol. 27, No. 4: 300-308 Fall 96
- Making connections with historical fiction. Kathy Nawrot. *Clearings*, Vol. 69, No. 6: 343-345 Jl/Aug 96
- Microeconomic concepts students should learn before intermediate macroeconomics. Michael K. Salemi. *J Econ Ed*, Vol. 27, No. 2: 116-125 Spring 96
- Modeling statistics lessons with preservice and inservice teachers. Robert J. Quinn. *Clearings*, Vol. 69, No. 4: 246-248 Mr/Ap 96
- Native and nonnative student writers. Ron Featheringill, Jean Fuller and Gayle Vogt. *Bus Com Qtly* Vol. 59, No. 3: 29-42 Sep 96
- New corporate practice, new classroom pedagogy: Toward a redefinition of management communication. James R. Rubin. *Bus Com Qtly*, Vol. 59, No. 2: 7-19 Ju 96
- Pedagogical issues in teaching macroeconomics. O. Homer Erekson, Prosper Raynold and Michael K. Salemi. *J Econ Ed*, Vol. 27, No. 2: 100-107 Spring 96

Personality type and student performance in principles of economics. Mary O. Borg and Stephen L. Shapiro. *J Econ Ed*, Vol. 27, No. 1: 3-25 Winter 96

Planning and delivering effective oral presentations. Jack E. Hulbert. *Bus Ed Forum*, Vol. 50, No. 4: 42-44 Ap 96

Preparing MBA students for the world of professional communication. Aline Wolff. *Bus Com Qtly*, Vol. 59, No. 2: 86-94 Ju 96

Preventive versus curative medicine: A policy exercise for the classroom. Ann Helwege. *J Econ Ed*, Vol. 27, No. 1: 59-71 Winter 96

Principles of learning. Colleen Vawdrey. *NBEA Yrbk*, No. 34: 64-73 96

Responding to industry's call: Using discrepant events to promote team problem-solving skills. Dennis Potthoff, Catherine Yeotis, Mary Butel, Tim Smith, and Janet Williams. *Clearings*, Vol. 69, No. 3: 180-182 Ja/Feb 96

School to work: Beginning the journey in middle school. Carolyn R. Benz. *Clearings*, Vol. 70, No. 2: 90-94 Nov/Dec 96

Sex and the Leuthold free rider experiment: Some results from an Israeli sample. Ephraim Kleiman and Yona Rubinstein. *J Econ Ed*, Vol. 27, No. 3: 238-257 Summer 96

Solving the mystery of teaching about the economy. Mark C. Schug and Beverly Cross. *Bus Ed Forum*, Vol. 51, No. 1: 39-42 Oct 96

Strategies for teaching science: What works? Kevin C. Wise. *Clearings*, Vol. 69, No. 6: 337-338 Jl/Aug 96

Student perceptions of the value of a prewriting problem-solving plan. Janet K. Winter. *Bus Com Qtly*, Vol. 59, No. 4: 47-55 Dec 96

Students don't understand democracy? Look to journalism education. David L. Martinson. *Clearings*, Vol. 69, No. 3: 163-165 Ja/Feb 96

Student-teacher relationship: A Buddhist perspective. Robert P. Craig. *Clearings*, Vol. 69, No. 5: 285-286 My/Ju 96

Surrounded by predators? Think fast! Patricia A. Merrier and Virginia T. Katz. *Bus Com Qtly*, Vol. 59 No. 4: 25-35 Dec 96

Taking the chaos out of cooperative learning: The three most important components. Kathleen Lewis Thompson and Juliann M. Taymans. *Clearings*, Vol. 70, No. 2: 81-84 Nov/Dec 96

Teaching Australian first-year economics courses—In search of a better way. Julie Lee, John Burgess and Paul Kniest. *J Econ Ed*, Vol. 27, No. 1: 85-90 Winter 96

Teaching communication with ethics-based cases. Betsy Stevens. *Bus Com Qtly*, Vol. 59, No. 3: 5-15 Sep 96

Teaching macroeconomics by the case method. Stephen G. Marks and Michael G. Rukstad. *J Econ Ed*, Vol. 27, No. 2: 139-147 Spring 96

Teaching methodologies used in basic marketing: An empirical investigation. Kenneth E. Clow and Mary Kay Wachter. *JME*, 48-59 Spring 96

Teaching regressions with a lagged dependent variable and autocorrelated disturbances. Asatoshi Maeshiro. *J Econ Ed*, Vol. 27, No. 1: 72-84 Winter 96

Teaching time management. Jolene D. Scriven. *Bus Ed Forum*, Vol. 50, No. 3: 19-21 Feb 96

Teams supporting students at risk in the regular classroom. Robert A. Gable, Jo M. Hendrickson and Joseph P. Rogan. *Clearings*, Vol. 69, No. 4: 235-238 Mr/Ap 96

Textbook treatments of the financial market in the IS-LM model. John M. Barron and Mark A. Loewenstein. *J Econ Ed*, Vol. 27, No. 2: 156-169 Spring 96

That's using your brain! Dana R. Visser. T&D, Vol. 50, No. 9: 38-40 Sep 96

The communication audit: A framework for teaching management communication. Annette N. Shelby and N. Lamar Reinsch, Jr. Bus Com Qtlly, Vol. 59, No. 2: 95-108 Ju 96

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The effect of quantitative prerequisites on performance in intermediate microeconomics. Peter Von Allmen. JEB, Vol. 72, No. 1: 18-22 Sep/Oct 96

The effects of social matching on small group idea generation productivity. Scott D. Moore and S. Ross Clarke. ABA Read, Vol. 5: 74-79 96

The evaluation of a management simulation as a method of learning. Gerard M. Engeholm and Kenneth S. Bigel. Bus Ed Forum, Vol. 50, No. 4: 21-24 Ap 96

The evolution of macroeconomic theory and implications for teaching intermediate macroeconomics. Richard T. Froyen. J Econ Ed, Vol. 27, No. 2: 108-115 Spring 96

The impact of purposeful homework on learning. Mary H. Sullivan and Paul V. Sequeira. Clearings, Vol. 69, No. 6: 346-348 JI/Aug 96

The macroeconomics curriculum: A proposal for change. George Davis. J Econ Ed, Vol. 27, No. 2: 126-138 Spring 96

The optimal level and disposition of saving and the mix of monetary and fiscal policy in intermediate macroeconomics. Ian M. McDonald. J Econ Ed, Vol. 27, No. 2: 170-192 Spring 96

The personality box: Encouraging at-risk pupils to think and write. William A. Rieck. Clearings, Vol. 69, No. 5: 283-284 My/Ju 96

The RISE Model: Motivating at-risk students to learn. Edward W. Hootstein. Clearings, Vol. 70, No. 2: 97-100 Nov/Dec 96

The strategic relevance of innovation: A pedagogical perspective. C. Scott Greene, Katrin R. Harich and Chiranjeev S. Kohli. JEB Vol. 71, No. 5: 257-262 My/Ju 96

The use of simulation games in marketing classes: Is simulation performance due to luck or skill? William J. Wellington and A. J. Faria. JME, 50-61 Summer 96

Using case studies for international business communication training. Jensen J. Zhao. Bus Com Qtlly, Vol. 59, No. 4: 11-24 Dec 96

Using consulting projects to teach critical-thinking skills in business communications. Clive Muir. Bus Com Qtlly, Vol. 59, No. 4: 77-87 Dec 96

Using projects to implement mathematics standards. Kelly Shearer and Robert J. Quinn. Clearings, Vol. 70, No. 2: 73-76 Nov/Dec 96

Using the kindergarten model in the intermediate grades. Jeanette Stooksberry. Clearings, Vol. 69, No. 6: 358-359 JI/Aug 96

Using the question-answer relationship strategy to improve students' reading of mathematics texts. Margaret E. McIntosh and Roni Jo Draper. Clearings, Vol. 69, No. 3: 154-162 Ja/Feb 96

Value added: High school research projects in an academic library. Connie J. Ury. Clearings, Vol. 69, No. 5: 313-315 My/Ju 96

Willie Mays: Meet John Nash. Thomas E. Merz. J Econ Ed, Vol. 27, No. 1: 45-48 Winter 96

Adult Learners

Adult basic skills needs assessment of the Devils Lake Sioux Tribe Indian Reservation. Lois Jones. The University of North Dakota, Master's thesis 95

Barriers adult office education students encounter in pursuit of educational goals. Dianna McCall. Southern Illinois University at Carbondale, Master's thesis 95

Barriers adult office education students encounter in pursuit of educational goals. Dianna L. Reusch. DPE Proc, 37-41 96

Final word: Rebuttal to Anne Percival's invited reaction. Barry A. Vann. HRD Qlty, Vol. 7, No. 2: 141-143 Summer 96

Historical development of the North Dakota Adult Education Association from 1966 to May 1995. Dan Beachamp. The University of North Dakota, Master's thesis 95

Invited reaction: An adult educator responds. Anne Percival. HRD Qlty, Vol. 7, No. 2: 131-139 Summer 96

Learning self-direction in a social and experiential context. Barry A. Vann. HRD Qlty, Vol. 7, No. 2: 121-130 Summer 96

Postformal cognitive reasoning and organizational problem-solving success. Gary D. Geroy and William Hubiak. PIQ, Vol. 9, No. 3: 10-22 96

Principles of CBI design and the adult learner: The need for further research. Reid A. Bates, Elwood F. Holton, III and Dian L. Seyler. PIQ, Vol. 9, No. 2: 3-24 96

The use of critical incidents to foster reflection and learning in HRD. Hallie Preskill. HRD Qlty, Vol. 7, No. 4: 335-347 Winter 96

Business Education

A comparative study of traditional keyboarding instruction and the Herzog System of keyboarding instruction. Julie A. Swadley. Southwest Missouri State University, Master's thesis 95

A comparison of induction practices of beginning and experienced business education teachers in the southern region of the United States. Victoria T. Mullenex. NABTE Rev, No. 23: 37-46 96

A determination of the SCANS skills, competencies, and personal qualities being included in the business curriculums of Nebraska public secondary schools. Kari K. Anderson and Janice K. Barton. DPE Proc, 85-91 96

A partnership between business and education. Delmar Harkenrider. MBEA Today, Vol. 57, No. 2: 9 Ap 96

Administration methods for conducting classes using cases. Roger G. Nibler and Karen L. Harris. NABTE Rev, No. 23: 58-61 96

An interdisciplinary curriculum for the sport and entertainment business. Tom Regan. Bus Ed Forum, Vol. 50, No. 3: 24-26 Feb 96

Applied academics: Relevant education. E. Rebecca Limback and Bibiano Rosa. NBEA Yrbk, No. 34: 148-153 96

Apprenticeships for business students. Michael G. Curran, Jr. NBEA Yrbk, No. 34: 24-29 96

Authentic assessment. Nancy D. Zelif and Kimberly A. Schultz. NBEA Yrbk, No. 34: 87-105 96

Barriers adult office education students encounter in pursuit of educational goals. Dianna McCall. Southern Illinois University at Carbondale, Master's thesis 95

Brain dominance and speed achievement in keyboarding. Janet Hasten. Eastern Illinois University, Master's thesis 95

Business and education in partnership. Mary E. Zimmerer and Harold B. McIntire. Bus Ed Forum, Vol. 50, No. 3: 8-10 Feb 96

- Business and industry need qualified workers. Wanda L. Stitt-Gohdes. *NBEA Yrbk*, No. 34: 1-9 96
- Business culminating performance activities. Susan Maxam and Sue Reid. *MBEA Today*, Vol. 57, No. 3: 4-5 Ju 96
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- Business education's use of the Internet. Julia L. McConkey. Northwest Missouri State University, Master's thesis 95
- Business teachers' perceptions of curriculum integration and importance related to the topic of employment in culturally diverse work environments. Marlyne K. Johnson. Central Washington University, Master's thesis 95
- Business teachers' role in the school-to-work transition. Joan W. Looch. *NBEA Yrbk*, No. 34: 30-40 96
- Case study of a staff development workshop examining the application of teacher education and cooperative learning research in business education. Margaret King. *DPE Proc*, 59-70 96
- Comparison of two keyboarding methods: Traditional versus keyboard mastery. Jeanne Redel. Northwest Missouri State University, Master's thesis 95
- Dealing with change. Bonnie J. White. *NBEA Yrbk*, No. 34: 154-163 96
- Dream! Dream! Dream! Marilyn Hoy. *Kan Bus Tchr*, Vol. 49, No. 2: 9 Spring 96
- Effects of parental involvement on eleventh and twelfth grade business students' achievement. Sandra Weidner. Lehman College, Master's thesis 95
- Etiquette: An essential business skill. Jean Mausehund, R. Neil Dortch and Paula E. Brown. *DPE Instr Strat*, Vol. 12, No. 2: 1-6 JI 96
- Extending the use of cooperative learning. Joyce J. Caton. *NBEA Yrbk*, No. 34: 117-130 96
- High school financial planning: A positive alternative. Carol Ann Strader. *Bus Ed Forum*, Vol. 50, No. 3: 6-8 Feb 96
- Identification of essential information technology competencies as perceived by business persons and secondary business education teachers with implications for business education curriculum development. Melinda J. Maddox. Auburn University, Doctoral dissertation 95
- Improving students' understanding of the importance of economic consequences in standard setting: A computerized spreadsheet tool. Daniel M. Ivancevich, S. Ivancevich and Anthony Cocco. *JEB*, Vol. 72, No. 2: 107-112 Nov/Dec 96
- Incorporating business ethics into course work. James A. Wright. *NBEA Yrbk*, No. 34: 187-193 96
- Innovative teaching strategies motivate students. Kenneth J. Kaser. *NBEA Yrbk*, No. 34: 131-135 96
- Internationalizing the business education curriculum. Sondra Ostheimer. *Bus Ed Forum*, Vol. 50, No. 3: 41-44 Feb 96
- Internships and cooperative education in the business program. Kenneth W. Utley. *KBEA J*, 15-16 Spring 96

- Linking school with the workplace: Case studies of exemplary school-to-work business programs. Curtis R. Finch, B. June Schmidt and Margaret Moore. DPE Proc, 143-145 96
- Methods of teaching electronic spreadsheets: Hands-on vs. lecture/demonstration. Michael L. McDonald, Lonnie Echternacht and Kelly Smith. DPE Proc, 147-150 96
- Multimedia authoring: An important element in the business curriculum. Jacque Havice. Kan Bus Tchr, Vol. 50, No. 1: 5, 18 Fall 96
- Nontraditional scheduling. Corey Burton. Kan Bus Tchr, Vol. 49, No. 2: 16 Spring 96
- Partners for life: Work and schooling. Robert Gryder and John L. Myers. ABEA J, Vol. 15, No. 1: 28-32 Spring 96
- PCBEE Statement No. 58: This we believe about the emerging role of business education in human resource development. PCBEE Members. Bus Ed Forum, Vol. 51, No. 1: 19-20 Oct 96
- PCBEE Statement No. 59: This we believe about assessing student achievement in business education. PCBEE Members. Bus Ed Forum, Vol. 51, No. 1: 20-21 Oct 96
- Perceived educational needs of women entrepreneurs in a business incubator setting. William J. Heath. Virginia Polytechnic Institute and State University, Doctoral dissertation 95
- Perception of business educators about information systems competencies required by business professionals. Sandra L. Loop. DPE Proc, 163-168 96
- Postsecondary office systems instructors: Their expertise and their perceptions of program competencies. Marcia A. Anderson and Yvonne Atiba-Davies. DPE Proc, 183-188 96
- Preparing for employment in the next millennium: Analyzing perceptions of the temporary staffing industry as to the flexibility of graduates of business education. James L. Morrison, Ganiyu Titi Oladunjoye and Michael Czarkowski. DPE Proc, 189-194 96
- Programs meeting the needs of business and students. Peter F. Meggison. NBEA Yrbk, No. 34: 41-53 96
- Retaining your business education program. Judy Ledell. Kan Bus Tchr, Vol. 49, No. 2: 19 Spring 96
- Seven perceptions relating to the enrollment of college-bound students (CBS) in marketing and business education. Bill McPherson. NJ BE Obs, Vol. 68: 29-44 96
- Socially engineered groups in business curricula: An investigation of the effects of team composition on group output. Jeff Butterfield and Jeffrey J. Bailey. JEB, Vol. 72, No. 2: 103-106 Nov/Dec 96
- Student attachment/internship in entrepreneurship education: A Kenyan case study. Sandra Ubelacker and Eunice Kanyi. DPE Proc, 205-210 96
- Students, work and economic decision making: How do they relate? Debra Porter. KBEA J, 13-14 Spring 96
- Successful business alliances. Ruth K. Shafer. NBEA Yrbk, No. 34: 10-23 96
- Teaching time management. Jolene D. Scriven. Bus Ed Forum, Vol. 50, No. 3: 19-21 Feb 96
- Teaching word processing concepts and applications. Betty Cerny. Kan Bus Tchr, Vol. 49, No. 2: 18 Spring 96
- Tech prep: A vision for the 21st century. Kay Orrell. Bus Ed Forum, Vol. 50, No. 4: 3-6 Ap 96

The business department and QPA. Jim Clevenger. *Kan Bus Tchr*, Vol. 49, No. 2: 3-4 Spring 96

The departmental history of business and vocational education at The University of North Dakota 1884 and 1995. Barbara A. Streifel Graham. The University of North Dakota, Master's thesis 95

The effects of student participation in business courses on their achievement in mathematics. Edna Bonnie Laboy. Lehman College, Master's thesis 95

The instructional environment: Student experiences in business, vocational, and nonvocational classes. B. June Schmidt. *Bus Ed Forum*, Vol. 50, No. 3: 14-15, 17 Feb 96

The partnership club. Marlene Lozada. *Voc Ed J*, Vol. 71, No. 4: 40-41, 57 Ap 96

The professional development course as a natural extension of the postsecondary freshman seminar. Carol A. Johnson and Claudia L. Orr. *JEB*, Vol. 72, No. 2: 120-123 Nov/Dec 96

The status of business education in colleges, universities, and public schools in Virginia. R. Jon Ackley and Clarence D. White. *NABTE Rev*, No. 23: 33-36 96

Tipping the scales toward success. Patricia A. Merrier. *Bus Ed Forum*, Vol. 51, No. 2: 33-34 Dec 96

Using qualitative procedures to conduct business education research. B. June Schmidt. *NABTE Rev*, No. 23: 8-11 96

Using student journals to improve the academic quality of internships. Cynthia T. Alm. *JEB*, Vol. 72, No. 2: 113-115 Nov/Dec 96

Values in business education—it's time. Charles Sankey, Barbara Weeks and Annmarie Freeman. *ABEA J*, Vol. 15, No. 1: 11-17 Spring 96

What business owners need to know about customer service. Raenelle Hanes. *Bus Ed Forum*, Vol. 50, No. 3: 3-5 Feb 96

What keeps you up at night? Listening to people in business. Chuck Saur. *MBEA Today*, Vol. 57, No. 2: 6-7 Ap 96

Workplace readiness skills. Marcia A. Anderson-Yates. *NBEA Yrbk*, No. 34: 136-147 96

Cooperative Education

A follow-up study of North Dakota ACTS project students for the year 1994. Shirley Tiokasin. The University of North Dakota, Master's thesis 95

Apprenticeships for business students. Michael G. Curran, Jr. *NBEA Yrbk*, No. 34: 24-29 96

Business teachers' role in the school-to-work transition. Joan W. Looock. *NBEA Yrbk*, No. 34: 30-40 96

Community involvement: Business internship programs. Nelda Spinks, Barron Wells, Jan Duggar and Brett Mellington. *Bus Ed Forum*, Vol. 50, No. 4: 27-30 Ap 96

Effect of the job shadow program on middle school students' attitudes and career awareness. Monica Ortiz-Urena. Lehman College, Master's thesis 95

Future directions in cooperative education. Jerome Leventhal. *Bus Ed Forum*, Vol. 51, No. 2: 23-24 Dec 96

Integrating business into program decision making for the Putnam/Northern Westchester Board of Cooperative Educational Services. Andrea M. Ward. Lehman College, Master's thesis 95

Internships and cooperative education in the business program. Kenneth W. Utley. *KBEA J*, 15-16 Spring 96

Linking school with the workplace: Case studies of exemplary school-to-work business programs. Curtis R. Finch, B. June Schmidt and Margaret Moore. *DPE Proc*, 143-145 96

Postsecondary students' and work-site supervisors' perceptions of diversity experiences and needs of students in a school-to-work transition program. Thelma C. King. Virginia Polytechnic Institute and State University, Doctoral dissertation 95

School to work (STW)—Get with it or get out of the way!! Tom Pierson. *MBA Today*, Vol. 57, No. 2: 2 Ap 96

Technology safety practices: Findings for administrators and media/technology specialists. Barbara K. McKenzie and Nancy G. Mims. *Clearings*, Vol. 70, No. 1: 40-43 Sep/Oct 96

The right prescription. Ronald Reis. *Voc Ed J*, Vol. 71, No. 1: 44-45, 61 Ja 96

The school-to-work initiative: A research-based protocol for work-based mentor training in Pennsylvania. Victor K. A. Gbomita. *DPE Proc*, 195-199 96

Global/Cultural Awareness

A study to identify the international business competencies being taught in middle, junior high, and senior high vocational-technical and comprehensive schools in western Pennsylvania. Patricia Brown. *DPE Proc*, 211-225 96

An investigation of marketing educators' approach to teaching international marketing in the introductory marketing course. Robert J. Zimmer, Grady Bruce and Irene Lange. *J Teach Int Bus* Vol. 8, No. 1: 1-24 96

Culture and accounting—not so strange bedfellows. James Calvert Scott. *Bus Ed Forum*, Vol. 50, No. 4: 36-42 Ap 96

Development of cross-cultural sensitivity in business courses: The culturelog. David Starr-Glass. *J Teach Int Bus*, Vol. 7, No. 3: 61-69 96

Hofstede's model of national culture: A social science contribution to international business. George C. Yates and Bob D. Cutler. *J Teach Int Bus*, Vol. 8, No. 2: 77-93 96

Internationalizing business education: Factors affecting student participation in overseas study programs. Roger J. Kashlak and Raymond M. Jones. *J Teach Int Bus*, Vol. 8, No. 2: 57-75 96

Internationalizing the business education curriculum. Sondra Ostheimer. *Bus Ed Forum*, Vol. 50, No. 3: 41-44 Feb 96

Multiculturalism: Practical considerations for curricular change. Tony R. Sanchez. *Clearings*, Vol. 69, No. 3: 171-173 Ja/Feb 96

Multiculturalism: The range of teacher approaches. John A. Zahorik and Raymond Novak. *Clearings*, Vol. 70, No. 2: 85-89 Nov/Dec 96

Multimedia and cultural diversity. Maria A. Pacino and Joe L. Pacino. *THE J*, Vol. 23, No. 6: 70-71 Ja 96

Providing instruction for and about international business. James Calvert Scott. *NBEA Yrbk*, No. 34: 194-203 96

Teaching international trade with experimental economics. Michael J. Hauptert. *Bus Ed Forum*, Vol. 50, No. 3: 39-40 Feb 96

Teaching managerial communication to ESL and native-speaker undergraduates. Mary Jane Curry. *Bus Com Qlty*, Vol. 59, No. 1: 27-35 Mr 96

The model United Nations: A strategy for enhancing global business education. Mary J. Phillips and John P. Muldoon, Jr. *JEB*, Vol. 71, No. 3: 142-146 Ja/Feb 96

- Book review: The electronic word: Democracy, technology, and the arts** by Richard A. Lanham. Mary Alexander Day. *Bus Com Qtly*, Vol. 59, No. 3: 120-121 Sep 96
- Bring intercultural encounters into classrooms: IECC electronic mailing lists.** Craig D. Rice. *THE J*, Vol. 23, No. 6: 60-63 Ja 96
- Business education's use of the Internet.** Julia L. McConkey. Northwest Missouri State University, Master's thesis 95
- Can teachers justify installing computer networks in schools?** Terri Welch. Northwest Missouri State University, Master's thesis 95
- Classrooms as test-beds for educational software design.** Patricia A. Carlson, Elaine Hitzfelder, Timothy Hudson, and Danne Redmon. *THE J*, Vol. 23, No. 8: 75-78 Mr 96
- Computer anxiety and computer experience: A new look at an old relationship.** Michael W. Gos. *Clearings*, Vol. 69, No. 5: 271-276 My/Ju 96
- Computer applications curriculum construction.** James Bollum. University of Minnesota, Master's thesis 95
- Computer skills required by business and industry of entry-level accountants.** Emmanuel Egwuonwu. Lehman College, Master's thesis 95
- Computer software packages used in business education programs in Bronx High Schools.** Noemi Estremera. Lehman College, Master's thesis 95
- Computer technology in undergraduate business school curricula.** Brenda Massetti, Thomas Abraham and Thomas Goeller. *J CIS*, Vol. 36, No. 2: 44-52 Winter 95/96
- Computers in the classroom.** Randall T. Hughes. *Clearings*, Vol. 70, No. 1: 4-5 Sep/Oct 96
- Computers in the information systems classroom: Instructional implications for the anxious learner.** Kathaleena Edward. *J CIS*, Vol. 37, No. 1: 76-81 Fall 96
- Creating opportunities for effective and equitable use of technology: A partnership model.** Colleen B. Wilcox. *THE J*, Vol. 24, No. 3: 86-88 Oct 96
- Creating WWW home pages: An instructional unit.** Zane K. Quible. *JEB*, Vol. 71, No. 6: 349-353 JI/Aug 96
- Designing a home page for the Web.** Lynnette Porter. *Bus Com Qtly*, Vol. 59, No. 3: 73-76 Sep 96
- Desktop computer presentation competencies needed in the business world.** Lonnie Echternacht. *OSRA Proc*, 139-146 96
- Desktop publishing in the business environment.** Douglas C. Smith, Sandra J. Nelson and Kenneth R. Mayer. *NABTE Rev*, No. 23: 28-32 96
- Development of instructional materials in Bahasa Melayu for computers in education curriculum in secondary schools in Penang, Malaysia.** Zarina Samsudin. University of Minnesota, Doctoral dissertation 95
- Developments in voice-input technology.** Randolph S. Fournier. *JEB*, Vol. 71, No. 4: 241-245 Mr/Ap 96
- Effective teaching models for IS ethics.** Sooun Lee and David (Chi-Chung) Yen. *J CIS*, Vol. 36, No. 2: 9-14 Winter 95/96
- Effectiveness of software teaching strategies.** Arup K. Mukherjee and Robert J. Meier. *J CIS*, Vol. 36, No. 3: 48-53 Spring 96
- Enhancing business classes with the World Wide Web.** Carol E. Brown, Norma L. Nielson and David Sullivan. *JEB*, Vol. 71, No. 6: 317-323 JI/Aug 96

Entrepreneurship development in Kenyan technical education exploring the "state of the art." Eunice Kanyi and Sandra Ubelacker. DPE Proc, 105-109 96

Factors facilitating teachers' use of computer technology. Warren C. Hope. Clearings, Vol. 70, No. 2: 106-107 Nov/Dec 96

Factors that contribute to student success in beginning microcomputer classes. Margaret J. Erthal, Linda Henson Wiggs and Lavonne Huter. NABTE Rev, No. 23: 47-52 96

Gender differences in computer attitudes among secondary school students in Saudi Arabia. Ibrahim M. Al-Jabri. J CIS, Vol. 37, No. 1: 70-75 Fall 96

Global positioning system instruction in higher education. Thomas A. Wikle, Lawrence R. Gering and Dean P. Lambert. THE J, Vol. 24, No. 5: 71-75 Dec 96

Graduate business students as surrogates for executives in the evaluation of technology. Robert Owen Briggs, Pierre A. Balthazard and Alan R. Dennis. J EUC, Vol. 8, No. 4: 11-17 Fall 96

In pursuit of "world standards." John Foster. THE J, Vol. 23, No. 6: 57-59 Ja 96

In step with technology: Can we keep up? Marcia L. James. OSR J, Vol. 14, No. 2: 26-30 Fall 96

Inquiry-based learning via the Internet. Alexa B. North, Joan Hubbard and Jack E. Johnson. Bus Ed Forum, Vol. 50, No. 4: 47-50 Ap 96

Integrating technology into the elementary curriculum. Leslie J. Davison and Beverly J. Kochmann. Bus Ed Forum, Vol. 50, No. 3: 26-29 Feb 96

Introduction to the Internet. E. Barry Rice and George Wright. J CIS, Vol. 37, No. 1: 23-28 Fall 96

Knowledge transfer from expert systems vs. traditional instruction: Do personality traits make a difference? Marcus D. Odom and Hamid Pourjalali. J EUC, Vol. 8, No. 2: 14-20 Spring 96

Lone Star 2000: Documenting successful school or university teaching and learning. Dennis M. Holt, Karen Ludwick and Paula McAllister. THE J, Vol. 24, No. 3: 77-81 Oct 96

Measuring the effect of redesigning an introductory MIS course. Earl Chrysler. J CIS, Vol. 36, No. 2: 30-36 Winter 95/96

Methods of teaching electronic spreadsheets: Hands-on vs. lecture/demonstration. Michael L. McDonald, Lonnie Echemacht and Kelly Smith. DPE Proc, 147-150 96

Microsoft Word 6.0 for Windows and Advanced Microsoft Word 6.0 for Windows. Joy L. Kuby. University of Minnesota, Master's thesis 95

Networking a computer system in a secondary school: The process of choosing room layout, computer topology, hardware, and Internet activities. David McDowell. Southern Illinois University at Edwardsville, Master's thesis 95

Perception of business educators about information systems competencies required by business professionals. Sandra L. Loop. DPE Proc, 163-168 96

Preparing an instructional lesson using resources off the Internet. Lawrence A. Tomei. THE J, Vol. 24, No. 2: 93-95 Sep 96

Preparing our children for the Third Millennium. Mary L. Gruccio. THE J, Vol. 23, No. 10: 83 My 96

Presentation software use and training. Marilyn R. Chalupa. OSRA Proc, 147-154 96

- Putting trust in change: A partnership for better science education. Amanda Z. Pryor, Judith E. Conger, Robert A. Galardi, Kathe Blue Hetter, Madeline Huebel-Drake, Michael E. Mouradian, Joseph W. Riley, Elliot M. Soloway, and Elizabeth Leigh Stern. *THE J* Vol. 24, No. 3: 74-76 Oct 96
- Relationship between teaching method and student achievement in technical college introduction to microcomputers. Mary Jean White. Auburn University, Doctoral dissertation 95
- Restrictions vs. open access to the Internet—A delimita for academe. Kathleen S. Hartzel, A. Graham Peace and Paul A. Stiemann. *OSRA Proc*, 169-176 96
- Rural district's partnerships bear fruit in three years. Dennis Jensen. *THE J*, Vol. 24, No. 3: 82-85 Oct 96
- Selected student variables and computer achievement. Margaret J. Erthal, Linda Henson Wiggs and Lavonne Huter. *DPE Proc*, 201-204 96
- Show/Do/Cue: A model for training use of software tools. Steven Schatz. *THE J*, Vol. 24, No. 2: 86-89 Sep 96
- Skill tests and technology requirements for small business office support applicants. Melody W. Alexander and Charles M. Ray. *OSRA Proc*, 101-108 96
- Student perceptions of a two-way interactive video class. Mary Bozik. *THE J*, Vol. 24, No. 2: 99-100 Sep 96
- Teacher training: Helping to construct the Information Highway. O. W. Kopp and Kay E. Ferguson. *THE J*, Vol. 23, No. 10: 80-82 My 96
- Teacher-student proximity and interactions in a computer laboratory and classroom. Toni M. Sills-Briegel. *Clearings*, Vol. 70, No. 1: 21- Oct 96
- Teaching by example: Suggestions for assignment design. Marilyn A. Dyrud. *Bus Com Qtly*, Vol. 59, No. 3: 67-70 Sep 96
- Teaching microcomputer software skills. Beryl C. McEwen. *Bus Ed Forum*, Vol. 50, No. 4: 15-20 Ap 96
- Technology as an instructional strategy. Ivan G. Wallace. *NBEA Yrbk*, No. 34: 106-116 96
- The analysis of current and future computer technology usage by financial services' employees in The Kent State University Trumbull Campus market area for the purpose of integration of technology into the banking and finance curriculum. William C. Ward, III. *DPE Proc*, 3-15 96
- The computer: How do you learn how to use it? Dianne Pawlosky. *MBEA Today*, Vol. 57, No. 4: 16 96
- The development of a five-year technology model for Maddock Public School, Maddock, North Dakota. Florene Kallenbach. The University of North Dakota, Master's thesis 95
- The international connection: Using the Internet and the World Wide Web. Steve Corder and Ralph Ruby, Jr. *Bus Ed Forum*, Vol. 51, No. 1: 31-32 Oct 96
- The Internet: A teaching tool. Janet K. Buzard and Richard E. Christy. *NJ BE Obs*, Vol. 68: 53-63 96
- The IPT Project: Image processing for teaching. Richard Greenberg. *THE J*, Vol. 24, No. 5: 61-65 Dec 96
- The MBA degree on television: The fusion of teaching and technology. Arnold Curtin. *THE J*, Vol. 23, No. 11: 70-73 June 96
- The power of partnering. James A. Bernauer. *THE J*, Vol. 24, No. 3: 71-73 Oct 96

The school design model at Brewster Academy: Technology serving teaching and learning. Alan Bain. *THE J*, Vol. 23, No. 10: 72-79 My 96

The technological skills between education and business. James E. Bartlett, III (with Raymond Rakvic, Jr.). Indiana University of Pennsylvania, Master's thesis 95

The technological skills between education and business. Raymond Rakvic, Jr. (with James E. Bartlett, III). Indiana University of Pennsylvania, Master's thesis 95

Under construction: Information superhighway. Jeff Rogers. *KBEA J*, 16-18 Spring 96

Universal access to science study via Internet. Edward A. Friedman, Joshua D. Baron and Cynthia J. Addison. *THE J*, Vol. 23, No. 11: 83-86 June 96

Use of computers at high schools in Turkey. Omer A. Yedekcioglu. *THE J*, Vol. 23, No. 6: 64-69 Ja 96

Using computer networks (Intranet and Internet) to enhance your students' marketing skills. Carolyn F. Siegel. *JME*, 14-24 Fall 96

Using computer technology to enhance learning: Compensation in the real world. Teresa L. Smith. *JEB*, Vol. 72, No. 2: 98-101 Nov/Dec 96

Using criteria-based evaluation in computer application courses. Tina Ostwald and Karin Stulz. *Bus Ed Forum*, Vol. 50, No. 3: 33-35 Feb 96

Using e-mail, web sites and newsgroups to enhance traditional classroom instruction. Morriss Henry Partee. *THE J*, Vol. 23, No. 11: 79-82 June 96

Using HTML for organizing student projects through the Internet. John A. Scigliano, Jacques Levin and Greg Horne. *THE J*, Vol. 23, No. 11: 71-76 Aug 96

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Utilization of Internet services and the teaching of Internet in business schools. Elizabeth Towell, Anna Yim and Terry Lam. *J CIS*, Vol. 36, No. 4: 103-107 Summer 96

Voice, video, data, and education: Planning a building's technology infrastructure. Debbie Perisho and Ronald W. Costello. *THE J*, Vol. 24, No. 5: 76-79 Dec 96

World Wide Web resources for on-line research. Kay Durden and Edd R. Joyner. *OSRA Proc*, 79-84 96

Vocational Education

A good trade. Naomi Thiers. *Voc Ed J*, Vol. 71, No. 3: 32-35 Mr 96

A light beckons. Marlene Lozada. *Techniq*, Vol. 71, No. 6: 27-31 Sep 96

A study to identify the international business competencies being taught in middle, junior high, and senior high vocational-technical and comprehensive schools in western Pennsylvania. Patricia Brown. *DPE Proc*, 211-225 96

And then there were two . . . Marlene Lozada. *Voc Ed J*, Vol. 71, No. 1: 26-30 Ja 96

Ascending to new heights. David Haynes and Charlotte Coomer. *Voc Ed J*, Vol. 71, No. 1: 31-33, 55 Ja 96

At your service. Naomi Thiers. *Voc Ed J*, Vol. 71, No. 2: 32-35 Feb 96

Attitude and motivation of vocational student teachers toward teaching commerce and entrepreneurship. Zaidatol Akmaliah Lope Pihie and Habibah Elias. *DPE Proc*, 31-36 96

Earning a paycheck. *Techniq*, Vol. 71, No. 6: 38-39 Sep 96

- Easy living: Universal design housing. Marlene Lozada. Voc Ed J, Vol. 71, No. 2: 18-21, 58 Feb 96
- First love. Chuong-Dai Vo. Voc Ed J, Vol. 71, No. 3: 26-27 Mr 96
- Hardship duty. Ann Dykman. Techniq, Vol. 71, No. 6: 16-23 Sep 96
- Is America shorting its students? Voc Ed J, Vol. 71, No. 4: 28-31 Ap 96
- Lively connections. Mikala Rahn. Voc Ed J, Vol. 71, No. 5: 33-35, 60 My 96
- My rookie year. Catharine R. West. Voc Ed J, Vol. 71, No. 5: 24-26 My 96
- Navigating the new workplace. Peter J. Joyce and Kenneth P. Voytek. Voc Ed J, Vol. 71, No. 5: 30-32, 48 My 96
- Perceptions of national industry-based skill standard technical committees of the impact of skill standards on vocational education. Phyllis C. Bunn, Daisy L. Stewart and B. June Schmidt. DPE Proc, 177-181 96
- Plugged in. Reynaldo Martinez, Jr. and Bill Sweger. Voc Ed J, Vol. 71, No. 3: 30-31 Mr 96
- Reaching new heights in the mile-high city: Highlights of the 1995 AVA convention. Voc Ed J, Vol. 71, No. 2: 39-42, 59 Feb 96
- Selling self-interest. Chuong-Dai Hong Vo. Voc Ed J, Vol. 71, No. 2: 22-25 Feb 96
- Setting the bar for what students must know. Ann Dykman. Techniq, Vol. 71, No. 8: 30-32, 68 Nov/Dec 96
- Sine of the times. Naomi Thiers Lui. Techniq, Vol. 71, No. 6: 24-26, 42 Sep 96
- Standing together. Chuong-Dai Hong Vo. Voc Ed J, Vol. 71, No. 1: 38-40 Ja 96
- Starting at the top. M. Catherine Ashmore. Voc Ed J, Vol. 71, No. 4: 35-37, 58 Ap 96
- Summer strides: Earning and learning. Marlene Lozada. Voc Ed J, Vol. 71, No. 5: 22-23 My 96
- Summer strides: Teachers for hire. Clifford R. McClain. Voc Ed J, Vol. 71, No. 5: 20-22 My 96
- Summer strides: Walking the talk. Marlene Lozada. Voc Ed J, Vol. 71, No. 5: 18-20 My 96
- Talking with Hedrick Smith. Voc Ed J, Vol. 71, No. 4: 32-34, 59 Ap 96
- Teachers' helpers: A resource guide to materials centers. Deborah Bingham Catri. Voc Ed J, Vol. 71, No. 3: 28-29 Mr 96
- Tech prep: A vision for the 21st century. Kay Orrell. Bus Ed Forum, Vol. 50, No. 4: 3-6 Ap 96
- Technical support. Naomi Thiers. Voc Ed J, Vol. 71, No. 4: 42-45 Ap 96
- The English translation. Lynda Sutliff. Voc Ed J, Vol. 71, No. 4: 38-39, 57 Ap 96
- The future of work. Rich Feller. Voc Ed J, Vol. 71, No. 4: 24-27 Ap 96
- The high-tech surge. Chuong-Dai Hong Vo. Voc Ed J, Vol. 71, No. 1: 34-37 Ja 96
- The instructional environment: Student experiences in business, vocational, and nonvocational classes. B. June Schmidt. Bus Ed Forum, Vol. 50, No. 3: 14-15, 17 Feb 96
- The mystery of history. Mary Stenseth. Voc Ed J, Vol. 71, No. 2: 30-31, 56 Feb 96
- The new teacher. George Baker and Richard Walter. Voc Ed J, Vol. 71, No. 1: 41-42 Ja 96
- The partnership club. Marlene Lozada. Voc Ed J, Vol. 71, No. 4: 40-41, 57 Ap 96

The shoes fit. Ann Dykman. *Voc Ed J*, Vol. 71, No. 3: 24-25 Mr 96

Today's "trade and industrial" revolution. Katharine M. Roberts. *Voc Ed J*, Vol. 71, No. 5: 27-29, 57 My 96

Top ten: The U.S. Department of Education's "new American high schools." *Techniq*, Vol. 71, No. 6: 32-33 Sep 96

Vocational teacher education: At a crossroads. Richard L. Lynch. *Voc Ed J*, Vol. 71, No. 1: 22-24 Ja 96

When opportunity flees. James R. Stone, III. *Voc Ed J*, Vol. 71, No. 2: 26-29, 58 Feb 96

When the walls break down. Chuong-Dai Vo. *Voc Ed J*, Vol. 71, No. 4: 18-23, 48 Ap 96

Where is Voc Ed headed? *Techniq*, Vol. 71, No. 8: 24-29 Nov/Dec 96

Winning ways. Marlene Lozada. *Voc Ed J*, Vol. 71, No. 3: 22-23 Mr 96

Training and Development

A comparison of selected types of teams in U.S. companies. Nina Birnbaum. University of Minnesota, Master's thesis 95

A comparison of three prompting methods for training software use. Thorlakur Karlsson and Philip N. Chase. *J Org Beh Mgt*, Vol. 16, No. 1: 27-44 96

A new paradigm for learning in organizations. Neal E. Chalofsky. *HRD Qtly*, Vol. 7, No. 3: 287-293 Fall 96

A new wave in training funding. Tom Barron. *T&D*, Vol. 50, No. 8: 28-33 Aug 96

A walk on the wired side. Sacha Cohen. *T&D*, Vol. 50, No. 12: 14-19 Dec 96

Accelerating change. Mary Buchel. *T&D*, Vol. 51: 18-51 Ap 96

All of the intervention eggs were in one basket: A response to Swanson and Zuber. Valorie Beer. *PIQ*, Vol. 9, No. 4: 79-81 96

An analysis of the competencies needed by trainers to use computer-based technologies and distance learning systems. Julie A. Furst-Bowe. *PIQ*, Vol. 9, No. 4: 57-78 96

An assessment of support staff training in public two-year colleges. Rose M. Kuceyeski. *DPE Proc*, 17-30 96

Anxiety-free conference design. Gregory Briziarelli and Terry L. Tice. *T&D*, Vol. 50, No. 6: 47-50 Apr 96

Attention, training shoppers! Here's how to get results. Will Kelly. *Man Off Tech*, Vol. 41, No. 3: 23-24 Mr 96

Book review: A world waiting to be born: Civility rediscovered by M. Scott Peck. Elizabeth Guman. *PIQ*, Vol. 9, No. 2: 91-94 96

Book review: Accountability in human resource management by Jack J. Phillips. Kimberly S. Scott. *HRD Qtly*, Vol. 7, No. 4: 387-390 Winter 96

Book review: Planning and conducting needs assessment: A practical guide by Belle Ruth Witkin and James W. Altschuld. Roger Kaufman. *HRD Qtly*, Vol. 7, No. 4: 384-387 Winter 96

Book review: Stewardship by Peter Block. Linda E. Parry. *HRD Qtly*, Vol. 7, No. 1: 104-107 Spring 96

Book review: Strategic readiness: The making of the learning organization by John C. Redding and Ralph F. Catalanello. Timothy Gary Hatcher. *HRD Qtly*, Vol. 7, No. 1: 108-115 Spring 96

Book review: Training for organizations by M. Bronner, C. Delaney, and B. O'Connor. James L. Morrison. *JEB*, Vol. 71, No. 5: 308-309 My/Ju 96

Boundary management in action reflection learning research: Taking the role of a sophisticated barbarian. Lyle Yorks, Judy O'Neil, Victoria J. Marsick, Glenn E. Nilson and Robert Kolodny. *HRD Qtlly*, Vol. 7, No. 4: 313-329 Winter 96

Business education and management training in the old and new East Central Europe. Andrew Gross, Robert Hartley, Jozsef Beracs, and Pal Peter Gaspar. *J Teach Int Bus*, Vol. 7, No. 2: 35-60 96

Career insurance for today's world. Derwin Fox. *T&D*, Vol. 50, No. 3: 61-64 Mr 96

Changes in benchmarked training. Laurie J. Bassi and Scott Cheney. *T&D*, Vol. 50, No. 12: 29-33 Dec 96

Coaching today's executives. Margaret Olesen. *T&D*, Vol. 50, No. 3: 22-27 Mr 96

Competency requirements for training and development instructors in the Nigerian petroleum industry for the 1990s. Stephen Okongwu. University of Minnesota, Doctoral dissertation 95

Computer training and decision making responsibilities of office professionals. Richard D. Featheringham, Susan K. Switzer and Larry L. Thomas. *ABA Read*, Vol. 5: 21-28 96

Consultant dilemmas: Lessons from the trenches. Virginia Bianco-Mathis and Nancy Veazey. *T&D*, Vol. 50, No. 7: 38-42 Jl 96

Design and delivery of training for international trainees: A case study. Jeanne M. Hites. *PIQ*, Vol. 9, No. 2: 57-74 96

Final word: Rebuttal to Anne Percival's invited reaction. Barry A. Vann. *HRD Qtlly*, Vol. 7, No. 2: 141-143 Summer 96

Great ideas revisited: A retrospective. John H. Zenger. *T&D*, Vol. 50, No. 1: 48-51 Ja 96

Great ideas revisited: Creating the future of HRD. Pat McLagan. *T&D*, Vol. 50, No. 1: 60-65 Ja 96

Great ideas revisited: Looking back: 1996. Joe Harless. *T&D*, Vol. 50, No. 1: 52-53 Ja 96

Hardware and software skill requirements of office personnel employed in Rockcastle County, Kentucky. Patricia L. Himes and John E. Gump. *KBEA J*, 5-6 Spring 96

Hot! New job titles for trainers (and others). Haidee Allerton. *T&D*, Vol. 59, No. 7: 20-23 Jl 96

How to work with a diversity consultant. Ann M. Van Eron. *T&D*, Vol. 51, No. 4: 41-44 Ap 96

HRD innovation for substance abuse prevention. Mary L. Broad. *T&D*, Vol. 50, No. 2: 58-63, 65-66 Feb 96

Important considerations for training on system development methodology. Tommy L. Roberts, Jr. and Michael L. Gibson. *J CIS*, Vol. 36, No. 2: 76-82 Winter 95/96

International business and training: Preparing for the global economy. Lawrence W. Hugenberg, Renee M. LaCivita and Andra M. Lubanovic. *J Bus Com*, Vol. 33, No. 2: 205-222 Ap 96

Invited reaction: An adult educator responds. Anne Percival. *HRD Qtlly*, Vol. 7, No. 2: 131-139 Summer 96

Invited reaction: Comments on feature article. Timothy T. Baldwin. *HRD Qtlly*, Vol. 7, No. 4: 331-334 Winter 96

It's a poor worker who blames the tools. John Perry Barlow. *T&D*, Vol. 50, No. 11: 53-54 Nov 96

I've got the diskettes, now what? Bob Dust. *T&D*, Vol. 51, No. 4: 52-56 Ap 96

- Learning organizations come alive. Martha A. Gephart, Victoria J. Marsick, Mark E. Van Buren, and Michelle S. Spiro. *T&D*, Vol. 50, No. 12: 34-36, 38-45 Dec 96
- Learning orientation of employees: Moving toward organization-based assessment. Gayle Porter and Judith W. Tansky. *HRD Qtly*, Vol. 7, No. 2: 165-178 Summer 96
- Learning self-direction in a social and experiential context. Barry A. Vann. *HRD Qtly*, Vol. 7, No. 2: 121-130 Summer 96
- Make the most of teleconferencing. Lorraine Parker. *T&D*, Vol. 50, No. 2: 28-29 Feb 96
- Making authority relationships reciprocal. Gene Boccialetti. *T&D*, Vol. 50, No. 6: 34-40 Apr 96
- Making telecommuting work. George Piskurich. *T&D*, Vol. 50, No. 2: 20-27 Feb 96
- Managers as facilitators. James M. Cusimano. *T&D*, Vol. 50, No. 9: 31-33 Sep 96
- Managing effectively in Asia. Clifford C. Hebard. *T&D*, Vol. 51, No. 4: 34-39 Ap 96
- Mentoring two-by-two. Denise Bolden Coley. *T&D*, Vol. 50, No. 7: 46-48 Jl 96
- Predictors of salary level for HRD academes. James J. Kirk. *HRD Qtly*, Vol. 7, No. 4: 359-367 Winter 96
- Preparing for 2020. Curtis E. Plott and John Humphrey. *T&D*, Vol. 50, No. 11: 46-49 Nov 96
- Procedures manual for establishing a home-based travel agency. Linda Hanson. The University of North Dakota, Master's thesis 95
- Reframing mentoring. Beverly Kaye and Betsy Jacobson. *T&D*, Vol. 50, No. 8: 44-47 Aug 96
- Revisiting the life-cycle theory of leadership. Paul Hersey and Ken Blanchard. *T&D*, Vol. 50, No. 1: 47 Ja 96
- Rumble, rumble. Stan Davis. *T&D*, Vol. 50, No. 11: 44-45 Nov 96
- Self-directed learning readiness and occupational categories. Richard Durr, Lucy M. Guglielmino and Paul J. Guglielmino. *HRD Qtly*, Vol. 7, No. 4: 349-358 Winter 96
- Shortcuts to starting a consulting business. Sacha Cohen. *T&D*, Vol. 50, No. 10: 38-44 Oct 96
- Signs of the times. *T&D*, Vol. 50, No. 2: 32-36 Feb 96
- Systems approach to workforce development: Job analysis procedures manual. Don Roloff. The University of North Dakota, Master's thesis 95
- Teambuilding: Lessons from the theatre. Mark S. Carley. *T&D*, Vol. 50, No. 8: 41-43 Aug 96
- The changing landscape of the American workplace: An interview with Labor Secretary Robert Reich. Richard Koonce. *T&D*, Vol. 50, No. 12: 24-28 Dec 96
- The diary of a profession. Patricia Galagan. *T&D*, Vol. 50, No. 1: 32-40 Ja 96
- The evolution of enterprise education (human resource development) in the People's Republic of China. Chun Shi. University of Minnesota, Master's thesis 95
- The impact of Twin Cities Opportunities Industrialization Center, Inc., job training education services 1966-1995. Duke Hamilton. University of Minnesota, Doctoral dissertation 95
- The importance of facilitator role behaviors: Implications for training facilitators and teachers to use GSS. Robert P. Bostrom, Victoria K. Clawson and Richard T. Watson. *J Teach Int Bus*, Vol. 7, No. 4: 7-30 96
- The new training room: Flexible, participatory, technology-compatible. Craig R. Mayer. *Man Off Tech*, Vol. 41, No. 2: 37-39 Feb 96

The secretary's new role as trainer: Implications for office educators. Melody W. Alexander. *OSR J*, Vol. 14, No. 2: 19-25 Fall 96

The state of lifelong learning. Cynthia Pantazis. *T&D*, Vol. 50, No. 8: 36-40 Aug 96

The top ten trends. Laurie J. Bassi, George Benson and Scott Cheney. *T&D*, Vol. 50 No. 11: 27-42 Nov 96

The use of pre-hire assessment tools for manufacturing direct labor. Sheila Landfair Mueller and Gary D. Geroy. *PIQ*, Vol. 9, No. 3: 52-64 96

The wizard's curtain: A reply from Oregon. Dennis Sandow and Larry Rhodes. *HRD Qtlly*, Vol. 7, No. 2: 185-192 Summer 96

The workplace in 2020: Three scenarios. Patricia Galagan. *T&D*, Vol. 50, No. 11: 50-52 Nov 96

Training and development: A tale of utility and diversity. Lynn Summers. *T&D*, Vol. 50, No. 1: 30-31 Ja 96

Training and technological change: Case evidence from the printing industry. Theodore Lewis. *PIQ*, Vol. 9, No. 4: 37-56 96

Training in industry and education: Training's role in the OEIS curriculum. Maxine B. Hart, Brenda Morris and Donna J. Cochrane. *OSR J*, Vol. 14, No. 1: 38-43 Spring 96

Training in Russia. Liz Thach. *T&D*, Vol. 50, No. 7: 34-37 JI 96

Training Japanese office studies students: An assessment report. Melody Webler Alexander. *DPE J*, Vol. 38, No. 1: 26-42 Winter 96

Training one-on-one. Dorothy Leeds. *T&D*, Vol. 50, No. 9: 42-44 Sep 96

Training supervisors to train staff: A case study in a human service organization. Richard K. Fleming, Julianne R. Oliver and Debra M. Bolton. *J Org Beh Mgt*, Vol. 16, No. 1: 3-25 96

Transforming resistance. Rick Maurer. *T&D*, Vol. 50, No. 12: 20-23 Dec 96

Up is not the only way. Beverly Kaye and Caela Farren. *T&D*, Vol. 50, No. 2: 48-53 Feb 96

User training, user involvement, and IS implementation success. Leon A. Kappelman. *J CIS*, Vol. 36, No. 3: 1-9 Spring 96

What lies ahead. *T&D*, Vol. 50, No. 1: 75-79 Ja 96

What things cost. Haidee Allerton. *T&D*, Vol. 50, No. 6: 20-23 Apr 96

What you really need to know about conducting field research in training and development. Lisa A. Burke. *HRD Qtlly*, Vol. 7, No. 4: 369-380 Winter 96

When disaster strikes. Sheila Regan Coin. *T&D*, Vol. 50, No. 5: 91-93 May 96

Wisconsin Power and Light's model diversity program. Nancy L. Mueller. *T&D*, Vol. 50, No. 3: 57-60 Mr 96

Instructional Design

A model for peer review in instructional design. Carl Casey, Dwight Branvold and Brian Cargille. *PIQ*, Vol. 9, No. 3: 32-51 96

A systemic approach to the integration of interactive distance learning into education and training. Stephen W. Harmon and Atsuri Hirumi. *JEB*, Vol. 71, No. 5: 267-271 My/Ju 96

Another platform heard from. Dawn L. Adams. *T&D*, Vol. 50, No. 5: 79-80 May 96

Can a multiple-choice exam discriminate between masters and nonmasters of instructional design? Sidney Leland Stepp, Sharon A. Shrock and William C. Coscarelli. *PIQ*, Vol. 9, No. 1: 23-35 96

Electronic performance support technology: Defining the domain. Marilyn Hudzina, Kurt Rowley and Walter Wager. *PIQ*, Vol. 9, No. 1: 36-48 96

Evaluation practices of instructional designers and organizational supports and barriers. Leslie Moller and Pamela Mallin. *PIQ*, Vol. 9, No. 4: 82-92 96

Getting friendly with authoring tools. Tom Barron. *T&D*, Vol. 50, No. 5: 36-46 May 96

ID activities and project success: Perceptions of practitioners. Caroline Holcomb, John F. Wedman and Martin Tessmer. *PIQ*, Vol. 9, No. 1: 49-61 96

Instructional design paradigms: Is object-oriented design next? John Minor Ross. *PIQ*, Vol. 9, No. 3: 23-31 96

Instructional design project success indicators: An empirical basis. Aimee K. Klimczak and John F. Wedman. *PIQ*, Vol. 9, No. 4: 5-18 96

Principles of CBI design and the adult learner: The need for further research. Reid A. Bates, Elwood F. Holton, III and Dian L. Seyler. *PIQ*, Vol. 9, No. 2: 3-24 96

Smarter, faster CBT development. Dan B. Ziagos. *T&D*, Vol. 50, No. 10: 52-55 Oct 96

Taking the distance out of distance learning. Constance Ridley-Smith. *T&D*, Vol. 50, No. 5: 87-89 May 96

That's using your brain! Dana R. Visser. *T&D*, Vol. 50, No. 9: 38-40 Sep 96

The use of critical incidents to foster reflection and learning in HRD. Hallie Preskill. *HRD Qlty*, Vol. 7, No. 4: 335-347 Winter 96

Toward an understanding of media psychology. Bernard J. Luskin. *THE J*, Vol. 23, No. 7: 82-84 Feb 96

Training in industry and education: Training's role in the OEIS curriculum. Maxine B. Hart, Brenda Morris and Donna J. Cochran. *OSR J*, Vol. 14, No. 1: 38-43 Spring 96

Training via the Internet: Where are we? Katie Wulf. *T&D*, Vol. 50, No. 5: 50-55 May 96

Use of the systems approach to training design and delivery in Japanese corporations. John M. Keller and Mina Taguchi. *PIQ*, Vol. 9, No. 1: 62-76 96

Wake up to new learning technologies. Shari Caudron. *T&D*, Vol. 50, No. 5: 30-35 May 96

Performance Improvement

A case study of a failed organization development intervention rooted in the employee survey process. Richard A. Swanson and John A. Zuber. *PIQ*, Vol. 9, No. 2: 42-56 96

A comparison of staff acceptability of immediate versus delayed verbal feedback in staff training. Dennis H. Reid and Marsha B. Parsons. *J Org Beh Mgt*, Vol. 16 No. 2: 35-47 96

An examination of the effects of situational constraints on appraised performance. Kimberly A. Freeman. *PIQ*, Vol. 9, No. 3: 65-79 96

Assimilating new employees. Maire A. George and Kelly D. Miller. *T&D*, Vol. 50, No. 7: 49-50 JI 96

Beneficial differences: HR leaders and their business partners. Kate Ludeman. *T&D*, Vol. 50, No. 6: 42-45 Apr 96

Book review: Competitive advantage through people: Unleashing the power of the work force by Jeffrey Pfeffer. Alan Clardy. *HRD Qlty*, Vol. 7, No. 2: 193-195 Summer 96

- Book review: Future training: A roadmap for restructuring the training function** by James Pepitone. William W. Lee. *PIQ*, Vol. 9, No. 3: 80-82 96
- Book review: Performance engineering at work** edited by Peter J. Dean. Harold D. Stolovitch. *HRD Qlty*, Vol. 7, No. 1: 101-104 Spring 96
- Book review: Structured on-the-job training: Unleashing employee expertise in the workplace**, by Ronald L. Jacobs and Michael J. Jones. Marcel R. van der Klink and Wim J. Nijhof. *PIQ*, Vol. 9, No. 2: 97-100 96
- Book review: The leadership challenge: How to keep getting extraordinary things done in organizations (2nd ed.)**, by James M. Kouzes and Barry Z. Posner. Peg Thoms. *HRD Qlty*, Vol. 7, No. 3: 300-303 Fall 96
- Building a university-government partnership to implement the performance consulting model in municipal government.** Elwood F. Holton, III, Donna H. Redmann, Mertis A. Edwards, and Marion E. Fairchild. *DPE Proc*, 43-49 96
- Business process redesign (reengineering) directions for the next century.** Elizabeth A. Regan and C. Steven Hunt. *OSR J*, Vol. 14, No. 1: 44-51 Spring 96
- Costs-consequences analysis.** Roger Kaufman and Ryan Watkins. *HRD Qlty*, Vol. 7, No. 1: 87-100 Spring 96
- Effective training for a revolving door.** Karen L. West. *T&D*, Vol. 50, No. 9: 50-52 Sep 96
- Electronic performance support technology: Defining the domain.** Marilyn Hudzina, Kurt Rowley and Walter Wager. *PIQ*, Vol. 9, No. 1: 36-48 96
- Employee perceptions of workplace factors that will most improve their performance.** Peter J. Dean, Martha Ray Dean and Rebecca M. Rebalsky. *PIQ*, Vol. 9, No. 2: 75-89 96
- How to get your group to perform like a team.** Ken Blanchard, Don Carew and Eunice Parisi-Carew. *T&D*, Vol. 50 No. 9: 34-37 Sep 96
- How to manage individual performance.** John F. Middlebrook. *T&D*, Vol. 50, No. 9: 45-48 Sep 96
- In search of the holy performance grail.** Geary Rummier. *T&D*, Vol. 51, No. 4: 26-32 Ap 96
- Interaction modeling: A supervisory training concept.** William Byham and James Robinson. *T&D*, Vol. 50, No. 7: 30-33 JI 96
- Interactive ingenuity: An effective multimedia program helps businesses educate employees and influence customers.** Dulcey A. Branch and Ellen Braun. *Off Sys*, Vol. 13, No. 2: 44, 46 Feb 96
- Invited reaction: Reaction to Hall, Leidecker, and DiMarco.** Jeffrey D. Stoner. *HRD Qlty*, Vol. 7, No. 3: 227-232 Fall 96
- Measuring the effects of a manager-supervisor training program through the generalized performance of managers, supervisors front-line staff and clients in a human service setting.** Laura L. Methot, W. Larry Williams, Anne Cummings, and Beth Bradshaw. *J Org Beh Mgt*, Vol. 16, No. 2: 3-34 96
- Mission control.** Michael Emery. *T&D*, Vol. 50, No. 7: 51-53 JI 96
- Moving beyond team myths.** John Beck and Neil Yeager. *T&D*, Vol. 50, No. 3: 51-55 Mr 96
- Peer coaching for executives.** Helen Peters. *T&D*, Vol. 50, No. 3: 39-41 Mr 96
- Postformal cognitive reasoning and organizational problem-solving success.** Gary D. Geroy and William Hubiak. *PIQ*, Vol. 9, No. 3: 10-22 96
- Power-charging people's performance.** Paul Elliott. *T&D*, Vol. 50, No. 12: 46-50 Dec 96

Quick starts for new employees. Debra R. France and Robin L. Jarvis. T&D, Vol. 50, No. 10: 47-50 Oct 96

Supporting human performance across disciplines: A converging of roles and tools. Lorraine Sherry and Brent Wilson. PIQ, Vol. 9, No. 4: 19-36 96

The effect of the New York City Police Cadet Corps training on job performance. Yvette Yolanda Lanausse. Lehman College, Master's thesis 95

The new language of work by Danny Langdon. William W. Lee. PIQ, Vol. 9, No. 4: 109-113 96

The new look of behavior modeling. Alice Pescuric and William C. Byham. T&D, Vol. 50, No. 7: 27-30 Jl 96

The performance consultant at work. Erica Gordon Sorohan. T&D, Vol. 50, No. 3: 34-38 Mr 96

The power of high performance work systems. Martha A. Gephart and Mark E. Van Buren. T&D, Vol. 50, No. 10: 21-36 Oct 96

The relationship between organizational factors and the transfer of training in the electronics industry in Shenzhen, China. Jin Xiao. HRD Qtly, Vol. 7, No. 1: 55-73 Spring 96

The world series of quality control: A case study in the package delivery industry. Steven A. Kortick and Richard M. O'Brien. J Org Beh Mgt, Vol. 16, No. 2: 77-93 96

Using feedback and reinforcement to improve the performance and safety of a roofing crew. John Austin, Maria Lynn Kessler, John E. Riccobono, and Jon S. Bailey. J Org Beh Mgt, Vol. 16, No. 2: 49-75 96

Using performance analysis for training in an organization implementing integrated manufacturing: A case study. Catherine M. Sleezer. PIQ, Vol. 9, No. 2: 25-41 96

Was it the training? Jack J. Phillips. T&D, Vol. 50, No. 3: 28-32 Mr 96

What we know about upward appraisals of management: Facilitating the future use of UPAs. James L. Hall, Joel K. Leidecker and Christopher DiMarco. HRD Qtly, Vol. 7, No. 3: 209-226 Fall 96

Program Evaluation

10 most frequently asked questions and their answers. Karen White. T&D, Vol. 50, No. 9: 26-30 Sep 96

A model for thinking about the evaluation of training. Theodore Lewis. PIQ, Vol. 9, No. 1: 3-22 96

Evaluation practices of instructional designers and organizational supports and barriers. Leslie Moller and Pamela Mallin. PIQ, Vol. 9, No. 4: 82-92 96

Final word: Response to reaction to Holton article. Elwood F. Holton, III. HRD Qtly, Vol. 7, No. 1: 27-29 Spring 96

Great ideas revisited: Revisiting Kirkpatrick's four-level model. Donald Kirkpatrick. T&D, Vol. 50, No. 1: 54-59 Ja 96

How much is the training worth? Jack J. Phillips. T&D, Vol. 51, No. 4: 20-24 Ap 96

Invited reaction: Reaction to Holton article. Donald L. Kirkpatrick. HRD Qtly, Vol. 7, No. 1: 23-25 Spring 96

Levels of evaluation: Kirkpatrick, Kaufman and Keller, and beyond. Karel M. Stokking. HRD Qtly, Vol. 7, No. 2: 179-183 Summer 96

Linking purpose and people. Allan Cox. T&D, Vol. 50, No. 3: 67-68 Mr 96

Measurement made simple. Leigh Ann Williams. T&D, Vol. 50, No. 7: 43-45 Jl 96

Measuring training's ROI. Scott B. Parry. T&D, Vol. 50, No. 5: 72-77 May 96

New routes to evaluation. Nancy M. Dixon. T&D, Vol. 50, No. 5: 82-85 May 96

ROI: The search for best practices. Jack J. Phillips. T&D, Vol. 50, No. 2: 42-47 Feb 96

The evaluation of training activities: A complex issue involving different stakes. Pierre Dionne. HRD Qlty, Vol. 7, No. 3: 279-286 Fall 96

The flawed four-level evaluation model. Elwood F. Holton, III. HRD Qlty, Vol. 7, No. 1: 5-21 Spring 96

The Pepsi challenge: Building a leader-driven organization. Noel M. Tichy and Christopher DeRose. T&D, Vol. 50, No. 5: 58-66 May 96

Thrust and parry: The art of tough negotiating. Robert Adler, Benson Rosen and Elliott Silverstein. T&D, Vol. 50, No. 3: 42-48 Mr 96

Wanted: Chief executive coach. Lynda McDermott. T&D, Vol. 50, No. 5: 67-70 May 96

Was it the training? Jack J. Phillips. T&D, Vol. 50, No. 3: 28-32 Mr 96

Workplace Impact

A case study of a failed organization development intervention rooted in the employee survey process. Richard A. Swanson and John A. Zuber. PIQ, Vol. 9, No. 2: 42-56 96

Book review: Structured on-the-job training: Unleashing employee expertise in the workplace, by Ronald L. Jacobs and Michael J. Jones. Marcel R. van der Klink and Wim J. Nijhof. PIQ, Vol. 9, No. 2: 97-100 96

Commitment to change. Russ Demers, Stephen E. Forrer, Zandy Leibowitz and Cindy Cahill. T&D, Vol. 50, No. 8: 22-26 Aug 96

Costs-consequences analysis. Roger Kaufman and Ryan Watkins. HRD Qlty, Vol. 7, No. 1: 87-100 Spring 96

Measuring training's ROI. Scott B. Parry. T&D, Vol. 50, No. 5: 72-77 May 96

New routes to evaluation. Nancy M. Dixon. T&D, Vol. 50, No. 5: 82-85 May 96

Rebuilding employee trust. Shari Caudron. T&D, Vol. 50, No. 8: 18-21 Aug 96

ROI: The search for best practices. Jack J. Phillips. T&D, Vol. 50, No. 2: 42-47 Feb 96

The effect of the New York City Police Cadet Corps training on job performance. Yvette Yolanda Lanausse. Lehman College, Master's thesis 95

The relationship between organizational factors and the transfer of training in the electronics industry in Shenzhen, China. Jin Xiao. HRD Qlty, Vol. 7, No. 1: 55-73 Spring 96

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Benson, George

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Benson, Jim

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Birnbaum, Nina

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Blanchard, Ken

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