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Abstracts from the 2014 Oklahoma Research Day

Held at the University of Central Oklahoma

01. Business Administration

02. Business

01.02.01 Maturity, Gender and Their Influence on Ethical Orientations of Future Business Managers

Marty, Ludlum , Justin Teeman, Sergey Moskalionov, Vijay Ramachandran

University of Central Oklahoma

This study examined American business students to see the influence of maturity and gender on ethical views. The survey was conducted in the fall of 2004 (n=800). This study examined ethical views of students who are preparing to be the next generation of business managers. The findings indicated several maturity factors (age, employment, marriage, having children) and gender showed significant results in their understanding and their views on the ethics scandals. The details were discussed. The limitations of the study were noted. Finally, implications for further research in this area were noted.

01.02.02 Job satisfaction and media image for workers in the Texas funeral industry: A preliminary investigation

Laura, Alsobrook , Marty Ludlum

University of Central Oklahoma

The funeral industry is hidden from most Americans and in academic research literature. This was a preliminary investigation into the workers in the Texas funeral industry. We also searched for different viewpoints on media image and job satisfaction issues. The report also highlights areas for future research on this unique industry.

01.02.03 Northeastern State University Undergraduate Student Health Care Perceptions

Teresa, Barnes , Shae Foutch

Northeastern State University

This project explores the relationship of undergraduate degrees and undergraduate perceptions of the American health care system. The possible relationships between undergraduate demographics and undergraduate health care perceptions are also explored. While the objective of this study is to examine any relationship that might exist between degrees and perceptions, the purpose is to identify which characteristics of Northeastern State University undergraduate students affect and possibly predict the students' opinions and perceptions of health care as a right or privilege for American citizens and how health care cost, quality, and access should be treated in regards to income. All undergraduate students at Northeastern State University were invited to participate in the survey via email; 796 students completed the survey. The survey consisted of 10 demographic questions (including degrees), 12 research questions asking about government involvement in health care and if income should affect whether care should be a right or a privilege, and a comment section to allow for qualitative data collection.

01.02.04 Current Status of sustainability Reporting

Julia, Kwok , Elizabeth Rabe, Mai Anh Vu Tran, Mitch Ricketts

Northeastern State University

In developing nations, production workers face long work hours and a lack of protection from workplace hazards (Concha-Barrientos, et al., 2004). According to Hamalainen (2009), recent occupational health improvements in industrialized countries may be due in part to the outsourcing of hazardous production activities to developing nations. Evidence also indicates that the rate of work-related injuries is increasing in developing countries while decreasing in industrialized nations (Hamalainen, et al., 2007). In addition, shifts to offshore operations may have caused the intensified carbon level in developed countries (Mattoo, et al., 2009). The outsourcing of hazardous operations may be a component of decisions to migrate social and environmental damages away from the parent companies thus removing the results of the damages from the sustainability reporting of the parent companies. The continuing damages will persist as a negative health and welfare effect on the global society. Currently, due to the limitation of sustainability reporting, the true global damages are difficult to account for. This literature review examines the extent to which the current databases can be used to analyze the true sustainability impact of internationalization. The study of current reporting practices may lead to more complete data for decisions affecting global policies. Improvement of sustainability reporting may help to promote welfare of the workers, public and the environment.

01.02.05 Compiling a Comprehensive Database of Oklahoma-Based Start-ups

Joshua, King

University of Central Oklahoma

This project is aimed at compiling a comprehensive database of Oklahoma-Based Start-ups. I used a database from the Oklahoma Secretary of State as a starting point to contact Oklahoma businesses in order to administer a survey. With this survey I've begun to compile a database that can be used as a platform for a larger project called the Panel Study of Entrepreneurial Development. There were two stages in compiling the database. The first stage in developing the database was to develop a questionnaire with the help of my faculty sponsor and the guidance of another similar study by the University of Michigan. The second stage was to administer the survey to as many Oklahoma businesses as possible. With the contact information received from the Oklahoma Secretary of State I have begun this process, and will administer the survey through an online platform called SurveyMonkey beginning in March.