

JOURNAL

of Business & Public Affairs

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From the Dean

Dannie Harrison

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It is with pleasure that we present to you our Fall 2002 issue of the *Journal of Business and Public Affairs* from Murray State University. Our goals for the journal are to provide faculty with an outlet for their research and to provide to our readers articles that would be of practical benefit in their business career and/or organization.

Our college has gone through one additional reorganization since our last publication with the Department of Political Science moving to a new college and changing its name to Government, Legal Studies and International Relations. Thus, our college now includes the traditional business disciplines plus communications.

As noted in previous issues, we also share an interdisciplinary program in telecommunications systems management. This is a special program funded by the state government with one of its objectives being to develop a program of national distinction which will contribute to the economic growth of Kentucky and its goal of developing a "New Economy." We welcome articles and research in this area that include both the technical side of telecommunications as well as the business component. If you have questions or would like to see specific areas of telecommunications addressed in the journal, do not hesitate to contact me or our journal editor.

I am pleased to announce that the university has created an Undergraduate Research and Scholarly Activity Office. The purpose of this office is to build academic excellence through faculty-mentored student research, scholarship and creative work. Last spring semester our undergraduates participated in a first-ever statewide showcase of their research in Frankfort, the state capitol, in a program called "Posters-at-the-Capitol." The university is also sponsoring competition among students in the areas of technology as well as scholarship. From time to time we may be presenting in this journal research from some of our students.

Again, we hope you enjoy this edition of our journal. Please share it with others and/or invite them to visit our electronic version at www.murraystate.edu and then to the home page of the College of Business and Public Affairs. Also, we welcome your feedback and ideas for our journal.

From the Editor

Seid Y. Hassan

Editor

Journal of Business and Public Affairs

Associate Professor of Economics

I am pleased to present to you the Fall 2002 issue of the *Journal of Business and Public Affairs (JBPA)*. As usual, the articles contained in this issue cover various themes. These themes cover topics in such areas as legal, marketing, management, economics and statistical and time series applications.

My thanks go out to the authors, editorial board members and reviewers. I encourage the current authors and others to continue using the *JBPA* as their publication outlet and the dissemination of their knowledge. Of course, serving as editor without the help of many of the reviewers is a daunting task for one person. My sincere thanks also go out to the editorial board members and reviewers of the articles.

We continue to publish the articles both in print and electronic form. That is, the same papers will appear on the College of Business and Public Affairs website:

<http://www.murraystate.edu/cbpa/journal/index.html>

I hope you benefit from reading these articles.

JOURNAL

*of Business &
Public Affairs*

The Journal of Business and Public Affairs (JBPA), published annually by the College of Business and Public Affairs, Murray State University, is accepting submissions for publication consideration. Under the new editorial board, *JBPA* is set to publish articles both in print and electronic form. Topics from any areas of business and public administration, accounting, economics, finance, telecommunications systems management, organizational communication and mass communications are welcome.

All articles will be thoroughly blind-refereed in a timely fashion. Authors should follow the guidelines of *The Chicago Manual of Style*. Manuscripts should be limited to about 20 pages or less in length (double-spaced). Submit three copies of your manuscript with a \$25 nonrefundable submission fee (make checks payable to College of Business and Public Affairs) to:

Submit three copies of your manuscript to:

Dr. Seid Y. Hassan

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Journal of Business and Public Affairs

C O N T E N T S

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“Firing an Employee? Wait, the Rules Have Changed.” 6

Robert W. Schupp – Associate Professor, College of Business Administration, University of North Florida, Jacksonville, Florida

Employers who cannot demonstrate valid reason for discharging an employee may no longer rely on the premise that the employee cannot prove the company discriminated.

“A Study of Inter- and Intra-Organizational Networking Activities Among Business College Administrators.” 13

Augusta C. Yrle, Sandra J. Hartman, Charles Grenier, Olof H. Lundberg, Jr., Department of Management, University of New Orleans

This study examines how deans and associate deans of a group from similar universities use networking.

“Monopoly Power with Correlated Markets.” 20

Keith C. K. Cheung, Odette School of Business, University of Windsor, Windsor, Ontario

[D]iversifications that lead to greater supply and lower price are desirable. However, diversifications are marred by the enhanced market power that hurts consumers.

“A Longitudinal Analysis of Retail Trade Flows in Western Kentucky.” 25

Glynn Mangold, D.B.A, Professor of Marketing, Murray State University, and Gary Brockway, Ph. D, Provost and Vice President of Academic Affairs, Murray State University

This article utilizes data for the year 2000 to provide an update of the nine-county area and to assess changes that have occurred since the two previous studies.

continued

C O N T E N T S

**“The ‘Pure Science’ Approach to Economics
and Monetary Policy.”****35**

Stanley C. W. Salvary, Canisius College, Buffalo, New York

The analysis in this research paper reveals that persistent changes in the general level of prices is caused by the realignment of the exchange ratios among the various commodities.

**“Smoothing Techniques Versus Regression
Models Applied to Daily Hospital Patient Forecasting.”****43**Nader Vargha, Associate Professor of Economics,
Missouri Western State College*... comparing the regression model and its results to those obtained via the smoothing techniques using error measures, ... the regression modeling of the real world event still seems a more powerful tool of forecasting, ceteris paribus.*