Table of Contents
Mustang Journal of Business and Ethics
Volume 7 (Fall, 2014)

Title . . . . . 1
Table of Contents . . . . . 2
Editor’s Notes . . . . . 3
Advisory Editors . . . . . 4-5
Announcements - Mustang Academic Conference Las Vegas . . . . . 6
Call for Papers – Mustang Journals . . . . . 7-11
Best Paper Award Winners . . . . . 12-13
Patrick Rishe . . . . . 15
DO MOBILE SPORTING EVENTS PRODUCE NET INCREASES IN TOURISM, LOCAL HOTEL REVENUES, AND OVERALL ECONOMIC IMPACT? EVIDENCE USING STR DATA
Betsy Stevens & Scott Buechler . . . . . 31
USING ASSESSMENT INSTRUMENTS TO ANALYZE THE BEAR STEARNS ETHICAL CODE
Ben Clapp & James Swenson . . . . . 48
THE ENTREPRENEUR’S GENE: WHAT MAKES A GREAT ENTREPRENEUR GREAT?
Greg Taylor . . . . . 80
INTENTIONS, ETHICS AND SOCIAL MEDIA RESEARCH