SOUTHWESTERN ECONOMIC PROCEEDINGS

SELECTED PAPERS

OF THE

2000 MEETING

San Antonio, Texas

Edited by:

John S. Kaminarides, Editor-in-Chief
Daniel R. Marburger, Co-Editor
College of Business
Arkansas State University
SOUTHWESTERN ECONOMIC PROCEEDINGS
SELECTED PAPERS
OF
SOUTHWESTERN SOCIETY OF ECONOMISTS

For further information and/or additional copies, contact:

John S. Kaminarides, Editor-in-Chief
Southwestern Economic Review
Office of Grants and Contracts
Arkansas State University
P.O. Box 1260
State University, Arkansas 72467
Tel: 870-972-3823
Fax: 870-972-3868
E-Mail: johnk@cherokee.astate.edu

Price per copy $20.00

• All rights reserved. Not part of this publication may be reproduced in retrieval systems, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission of the publisher.

• No responsibility for the views expressed by authors in the Southwestern Economic Proceedings is assumed by the editors; the publisher, Arkansas State University; or the Southwestern Society of Economists.

• Southwestern Economic Proceedings is jointly supported by the Southwestern Society of Economists and by Arkansas State University. It is published by the Office of Grants and Contracts at Arkansas State University.

• Southwestern Society of Economists (SSE) is one of the regional professional associations of the Southwestern Federation of Administrative Disciplines (SWFAD).

• Copyright® Southwestern Society of Economists, 2001. All rights reserved.
PREFACE

The articles appearing in the Southwestern Economic Proceedings, Selected Papers, Volume 28, Number 1, were presented at the 27th annual meeting of the Southwestern Society of Economists held in San Antonio, Texas in March 2000. All papers selected to be published in this issue were reviewed either by outside reviewers or by the editorial staff of the Southwestern Economic Review.

The editors of the Proceedings would like to thank the reviewers who made our job in selecting the papers easier. Our congratulations go to Warren Matthews, President of Southwestern Society of Economists and Edward McNertney, Program Chairman of Southwestern Society of Economists, and all of you who made our organization and our last year's meeting a great success.

The journal and the proceedings of the Southwestern Society of Economists are published by the College of Business at Arkansas State University. It is an honor that my college and I will cherish by promoting the publications of our organization. This issue of the proceedings is the fourth one under its new name Southwestern Economic Proceedings, Selected Papers. Both publications follow new sets of guidelines and have a newly designed cover, colors and logo. We hope this issue of the Proceedings will advance our organization to new educational and professional horizons.

Your support and consideration of the Proceedings will be greatly appreciated.

John S. Kaminarides, Editor-in-Chief
Daniel Marburger, Co-Editor
Southwestern Economic Proceedings
College of Business
Arkansas State University
# TABLE OF CONTENTS

*A Performance Based Ranking of the World’s Largest Commercial Banks*
Adolfo Benavides ................................................................. 1

*A Trade Theoretic Approach to Economic Integration of a Small Economy*
George Zestos ................................................................. 7

*An Overview of the Post Merger Financial Position of Fleet Financial Group and BankBoston Corporation*
Charles M. Becker and Edward M. McNertney .......................... 17

*Characterizing Day Labor in the Texas Panhandle*
Barry Duman and Neil Terry .................................................. 29

*Cointegration and Causality Between US Terms of Trade and External Value of Dollar Under the Floating Exchange Rate System*
Matiur Rahman and Muhammad Mustafa .................................. 33

*Economic History of Vietnam*
Pete Mavrokedatos, Paul Jumi and Stan Stasinsky ..................... 39

*Increasing Agricultural Bankruptcies in the US*
Manjula Guru and James E. Horne ......................................... 49

*Informational Difficulties Linked to Environmental Friendly Food Products Some Considerations for A Product Differentiation Strategy*
Gilles Groutela ............................................................... 57

*Lost Consumer Surplus from Natural Disaster*
Richard M. Vogel ................................................................ 67

*Organizational Notes for Virtual Courses in Economics and Finance*
Neil Terry, James Owens and Anne Macy .................................. 75

*Short-Run Residential Electricity Demand in Houston*
Massoud Metghalchi and David Hoppes ................................... 79

*State Promotion of Rural Agriculture: The Case of the Jersey Fresh Marketing Program*
Ramu Govindasamy, John Italia and Daymon Thatch ................. 85

*The Conduct of Monetary Policy and Inflation Targeting: The Case of Greece*
Fotios M. Siokis .................................................................... 93

*The Cyclical Behavior of Money and Prices: Evidence from the OECD*
Apostolos Serletis and George Zestos .................................... 107