

DEPARTMENT OF PHARMACY ADMINISTRATION
UNIVERSITY OF MISSISSIPPI
THESES
1964-2007

1. Arntson, Kornkanok
Determinants of Influence: An Investigation of Pharmacist Activity in the Pharmacy and Therapeutics Committee
December, 2002
2. Austin, Jo Ellen
Women in Hospital Pharmacy - A Descriptive Survey in an Eight State Area of Female Pharmacists in the Hospital Setting
August, 1969
3. Banahan, Benjamin Franklin III
Individual Reaction to Stress in The Development of Hypertension Among Industrial Workers
December, 1977
4. Benfield, William Richard
Subchapter S Corporations and Their Applicability to the Practice of Pharmacy in the State of Mississippi
August, 1974
5. Bentley, John Paul
A Study of the Feasibility of the Utilization of Health Related Quality of Life Instruments in the Community Pharmacy Setting
May, 1996
6. Blankenstein, Karen Jean
The Effectiveness of Appeals Used in the Yellow Pages to Advertise Nursing Homes
May, 1985
7. Blumer, Adam R. Jr.
An Evaluation of Physicians' Level of Awareness of Hospital Drug Charges Produced by Current Sources of Information
December, 1978
8. Bonnarens, Joseph Keith
Determining the Level of Patient Care Specialty Service Development and Entrepreneurial Characteristics Present in Independent Community Pharmacy
December, 1999

9. Brady, Gus Barry
Community and Environmental Elements Affecting the Range of Services in Hospitals
May, 1986
10. Breland, Burnis Delbert
A Study of the Perceived Stress on Pharmacists in Mississippi
August, 1976
11. Britton, Howard Lynn
The Influence of a Pharmacist-Conducted Educational Program on the Reporting of
Adverse Drug Reactions
May, 1970
12. Bouldin, Alicia Corrine Sanders
Pharmacists' Perceptions of Herbal Medicines: A Descriptive Study
August, 1996
13. Brown, Thomas R.
Quantification of Quality of Pharmaceutical Patient Care in Mississippi Hospitals Having
One Hundred or More Beds
January, 1971
14. Brown, Wayne M.
A Study of the Intravenous Additive Problems
January, 1970
15. Bunniran, Suvapun
Examining Consumer Trust Following Market Withdrawal of a Pharmaceutical Product
December, 2005.
16. Burnett, Judy Freeman
Factors Influencing Physician Prescribing Decisions Concerning the Diagnosis of Panic
Disorder
December, 1991
17. Byrd, Harold Joseph
A Study of Manufacturing Control Systems in Hospital Pharmacy
August, 1971
18. Chang, Li-Ly Emily
Opinions of Mississippi Pharmacists on the Prescription to OTC Switch, and the OTC
Status of Ibuprofen
May, 1988

19. Chiu, Heng-chia
Assessment of Adult Childrens' Primary Caregiving Activities Toward Their Elderly Parents and Their Perceptions Associated with Their Parents' Need for Basic, Cognitive, Instrumental, and Emotional Services
December, 1985
20. Chukkapalli, Ram Mohan
Consumer Self-Medication Behavior: the Influence of Different Factors on Consumer's Purchase Decisions in the Selection of OTC Analgesics
December, 1995
21. Clark, Robert Randall
A Preliminary Market Assessment of the Feasibility of Developing an Ambulatory Imaging Center Featuring Magnetic Resonance Imaging Capabilities in Oxford, Mississippi
April, 1986
22. Clisby Beverly Ann
A Study of the Predominant Themes in Retirement Community Yellowpage Advertisements
1984
23. Clower, Ruth Helen
A Comparative Study of Healthcare Delivery Systems in Selected Developed and Developing Countries
December, 1984
24. Condon, William Patrick III
An Experimental Study of Pharmacy Students' Responses to Classified Recruitment Advertisements
May, 1986
25. Cooper, Nancy Claire
Use of the Critical Incident Technique in Identifying Factors Related to Pharmacy Staff Turnover at the University of Alabama Hospital
May, 1987
26. Dorman, Michael R.
A Study of Administrators' Attitudes Toward the Unit Dose System
December, 1977

27. Finney, Zona Gail
Comparison of Complication Rates Between Continuous Versus Intermittent and Isotonic Versus Hypertonic Enteral Tube Feedings
April, 1988
28. Fox, Gary Lee
A Study of Methodology for Research in Physical Screening Methods of Pharmaceutical Direct Mail Advertising
August, 1967
29. Francis, William Rankin
The Effect of Recall on Response to a Self-Administered Medical History Form
August, 1973
30. Freeman, Robert A.
An Application of Bayesian Decision Theory to the Evaluation of a New Ethical O-T-C Drug Product
June, 1972
31. French, William Benjamin, Jr.
An Evaluation of the Clinical Pharmacy Program at the University of Mississippi
1973
32. Garcia, Raquel
Pharmacy in Cuba: A Descriptive Study of the Effect a Change in the Political System from a Democracy to Communism had on the Profession of Pharmacy
December, 1975
33. Gilmer, Lynanne
A Feasibility Study of a Home Hospital Service in a Rural Mississippi Hospital
1987
34. Gopal, Gaytri
Examining the Influence of Perceived Risk, Perceived Variability, and Confidence on Consumers' Intentions to Seek OTC Medication Advice from Health Professionals
2007
35. Grapes, Zach Thomas Jr.
The Development and Demonstration of a Model and Methodology to Quantify the Cost of Controlling Restricted Pharmaceuticals in a Hospital
August, 1978

36. Harman, Carolyn Ann
A Study of the Relationship Between the Degree of Hypochondriasis in the Health Care Consumers and Consumer Acceptance of the Nurse Practitioner
August, 1980
37. Harris, Joe Tanner
The Development of a Unit Dose Drug Distribution System for Oxford-Lafayette County Hospital
1975
38. Hayman, Jimmy Naul
Physician Utilization and Evaluation of a Hospital Based Drug Information Center
1977
39. Henry, Robert H.
A Study of Pediatric Intravenous Fluid Drug-Use Control
April, 1973
40. Hightower, William L.
An Analysis of Activities of Thirty-Two Pharmacy Externs in the community Clinical Pharmacy Program at the University of Mississippi
August, 1973
41. Hollyhan, Mildred Inez
The Effect of Ethyl Alcohol on Serum Levels of Orally Administered Digoxin in Rabbits
August 76
42. Ishizawa, Mikio
Trends in Strategies Alliances Between the United States and Japanese Pharmaceutical Industry from 1970 to 1993
December, 1993
43. Jackson, Joseph Dennis
An Investigation of Sick Role Designation for Selected Mental Illness Conditions and Validation Influences
May, 1979
44. Jackson, Richard Allen
An Evaluation of the Capacity of the Pharmacist to Serve as a Provider of Drug Information to the Physician
August, 1971
45. Jalnawala, Nekshan N.
A Study of the Influence of Detail-message Characteristics on Physicians' Beliefs About Medications and Credibility
2005

46. Jernigan, James Martin
Descriptive Analysis of the Fifteen Year Product Life Cycles of a Sample of
Pharmaceutical Products
December, 1989
47. Jones, Fredric Earl
Current Handling Procedures of Radiopharmaceuticals in U.S. Hospitals
June, 1969
48. Kaisare, Vivek
An Exploratory Investigation of the Potential for Direct-to-Consumer Advertising in the
Type 2 Diabetes Market
August, 1999
49. Keller, Bernard Gerard Jr.
The Interdependent Relationship of the Cosmetic and Pharmaceutical Industries: An
Historicolegal Approach
1964
50. Keith, Thomas D.
Methods Evaluation of Two Drug Use Review Studies and the Development of a Drug
Use Review Program
August, 1975
51. Larson, Lon Norman
A Descriptive Analysis of the Local Agencies in the Appalachian 202 Health Program
August, 1974
52. Lazarus, Herman Lee Jr.
A Qualification of Quality of Pharmaceutical Patient Care in Mississippi Hospitals Under
One Hundred Beds
August, 1970
53. Lence, Robert Louis
Determinants of Patient Satisfaction with Hospitals: A Path Model
1986
54. Lipscomb, Caroline Carlton
A Comparative Study of Expert and Celebrity Endorsement of OTC Pharmaceutical
Products
1985
55. Lobb, William Boyd
Effect of a School of Origin Variable on the Traditional Predictors and Prediction of
Undergraduate Pharmacy Students' Academic Performance
May 2004

56. Lohrisch, David Niven
A Study of Production and Costs in United States Retail Pharmacy
May, 1974
57. Maclayton, Darego Wilson
A Proposed Curriculum for Pharmacy Administration Program for Nigerian Pharmacy Schools
May, 1975
58. Massey, Jarvis
A Content Analysis of the Image of Hospitals and Hospital Administrators as presented in Health Education Textbooks
August, 1985
59. McAuley, Scott Wayne
Withholding or Withdrawing Life-Sustaining Medications: Pharmacist Recommendations
December, 1992
60. McCaffrey III, David John
Initial Noncompliance: An Investigation of Unclaimed Prescription in Community Pharmacies
December, 1992
61. McKay, Alan B.
Changes in Traditional Community Pharmacist Work Patterns Following Computerization
May, 1978
62. McLester, R.G.
Direct Pharmacist Involvement in Antibiotic Therapy as a Potential Cost Savings Activity
December, 1987
63. Monk, Mary R.
The Status of Home Intravenous Therapy Instruction in Pharmacy Curricula and Development of a Didactic Course in Home Intravenous Therapy for Pharmacy Undergraduates
November, 1989
64. Moore, Randy Ray
A Study of Statistical Procedures Used in Pharmacy Education
December, 1977
65. Morgan, Elizabeth Land
Evaluation of Laminar Flow and Nursing Station Environments for the Preparation of Intravenous Admixtures
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66. Northern, Robert E.
A Study of the In Vitro Drug Availability of Various Brands of Prednisolone Tablets
1972
67. Northern, Robert E.
An Analysis of Trends in Resource Utilization by Primary Care Physicians for Selected
DRG's Under the Prospective Payment System
December, 1988
68. Opayemi, Solomon Olayiwola
Measuring the Job Satisfaction of Pharmaceutical Detailmen in Nigeria
December, 1976
69. Overall, Judith Ann
Analysis of Inequities in the Urban/Rural Reimbursement Payment Differential Under the
Prospective Payment System of Medicare
December, 1988
70. Palumbo, Francis Bernard
An Analysis of Activities of a Sample of Pharmacy Preceptors in Mississippi
August, 1973
71. Paul, Douglas Randall
Pharmaceutical Marketers' Perceptions of the Benefits and Drivers of the First-Mover
Advantage in Pharmaceutical Markets: An Exploratory Study.
2005
72. Penick, Tina A.
Content Analysis of Appeals Used in Advertising in the *American Journal of Hospital
Pharmacy* in 1960, 1970, 1980, and 1990
December, 1992
73. Phelps, Carol Della
A Survey of the Pharmacist's Role in Home Health Care Agencies in Four Southeastern
States
November, 1989
74. Pinkerton, James T.
Amphetamine-Like Properties of Phenylpropanolamine - Atropine Combinations
August, 1970
75. Real, Melisa Lynn
Assessing the Use of Computers in Hospital Pharmacies
1991

76. Rotimi, Charles Nohuoma
Student Attitudes Toward University Health Services
1983
77. Ryan, Michael Richard
A Study of the Career Patterns and the Career Choices of Members of the Southeastern Society of Hospital Pharmacists
August, 1969
78. Sadasivan, Ravi
The Effect of Visual Images in Printed Direct-to-Consumer Advertising of Prescription Medications on External Information Search
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79. Scruggs, James A.
A Survey of Continuing Education for Employed Pharmacists, Nurses, and Physicians as a Fringe Benefit of Employment
August, 1970
80. Sewak, Saurabh S.
Cybermarketing of Pharmaceuticals: A Case for Style Over Substance?
December, 2000
81. Sewell, Lewis Gayle
A Comparative Study of Methods to Measure Consumer Preference for Hospital Attributes
May, 1985
82. Shah, Mansi
Effects of Direct-to-Consumer Advertising on the Quality of the Patient-Physician Relationship
December, 2003
83. Sharpe, Thomas Roberts
An Experimental Investigation of the Relationship Between Written Drug Therapy Information and Patient Compliance with Antibiotic Therapy Regimens
August, 1973
84. Smith, Robert Carey
Contractual Arrangements Among Mississippi Hospital Pharmacies: An Investigation of Organizational Characteristics
May, 1991
85. Steiner, Kenneth Charles
A Cost-Benefit Analysis of a Possible Screening Program for the Detection of Phenylketonuria in the state of Mississippi
August, 1969

86. Thompson, James Blakney
College Preparation for Pharmaceutical Sales Careers
August, 2001
87. Townsend, Joseph Edward
An Experimental Study of Registered Nurses' Responses to Classified Recruitment Advertisements
1984
88. Tucker, Gregory Keith
Direct-to-Consumer Advertising: Effects of Different Formats of Warning Information Disclosure in Printed Drug Advertisements on Adults' Cognitive Reactions
May, 1986
89. Tucker, Patricia Peeples
Attitudes Toward and Involvement in Pharmaceutical Purchasing: A Comparison of Hospital Chief Executive Officers and Hospital Pharmacy Directors
August, 1987
90. Vinson, Michael Cooper
The Quantification of Quality of Pharmaceutical Patient Care in Philadelphia, Pennsylvania Hospitals
August, 1973
91. Werking, Judith Rae Keneipp
The Effects of Protocol-Assisted Patient Education on Utilization of Services for Symptoms for the Common Cold
August, 1981
92. West, Donna Sue
Information Technologies in Community Pharmacy Practice
May, 1997
93. Yang, Li-Yin
Total Parenteral Nutrition: A Manual for Pharmacy Personnel and Pharmacy Students
1984