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**ABSTRACTS****1. AN ANALYSIS OF CIPOs (CHIEF INTELLECTUAL PROPERTY OFFICERS) IN JAPANESE COMPANIES**

Koichiro Kato, Kanazawa Institute of Technology, Tokyo, Japan

**ABSTRACT**

*The importance of intellectual property management in technology management is increasing these days. Especially, the CIPO (Chief Intellectual Property Officer) is attracting attention as a leader in enterprise management to promote strategic intellectual property management. The CIPO is a key player to link and achieve business strategy, research and development strategy, and intellectual property strategy with CEO and CTO. But it is not clear details of the CIPO.*

*I investigated about CIPOs in Japanese companies by questionnaires to clarify their carriers and experiences. And this study analyzes the relationship between the triune management and the CIPO from the result of the investigation. This study also provides an examination of the necessity of the CIPO in a Japanese company, and how the background of the CIPO affects its intellectual property and/or R&D strategy.*

**Keywords:** Intellectual property management, CIPO, Technology management, Intellectual property strategy, patent strategy

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**2. AN ANALYSIS OF MOTIVES OF FOREIGN DIRECT INVESTMENT IN INLAND CHINA: PERSPECTIVES FROM FOREIGN FIRMS**

Yulong Liu, Massey University (Albany), Auckland, New Zealand

**ABSTRACT**

*The purpose of the study is to empirically investigate the determinants of foreign direct investment (FDI) in the inland China, employed an integrated framework and to shed light on the renewed issues of location strategies of FDI. Theoretical hypotheses of the study are developed based on pertinent FDI literature and empirically tested by using firm-level data.*

*The empirical evidence from the study supports the contention that firm size, international experience, cost factor, investment incentives, agglomeration, investment risk and other factors in regards to the firm's strategic motives, play a critical role in FDI inflows into China's inland regions.*

**Keywords:** Motives, Foreign direct investment, Inland regions of China

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**3. USING A HUMAN MATURATION METAPHOR TO EXPLORE THE ETHICAL IMPLICATIONS OF EMERGING TECHNOLOGIES**

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**ABSTRACT**

*Contemporary society faces technological developments that are transforming science fiction into the world of reality, and these emerging technologies have profound ethical implications for humanity. Engineers, business leaders, and educators have an essential responsibility for dealing with the ethical obligations that accompany these emerging technologies. Students preparing to enter these professions must understand this essential responsibility and its implications.*

*This article reports on the efficacy of a learning activity that is designed to foster understanding of the ethical implications of emerging technologies. This learning activity uses the human development process from infancy through adulthood as an analogy for the development and use of emerging technologies within*

society. Results from training sessions with two groups of business students and one group each of education and engineering students demonstrate the effectiveness of this learning activity.

**KEYWORDS:** Emerging Technologies, Ethical Challenges, Teaching Ethics, Business Ethics, Education Ethics, Engineering Ethics

#### 4. DOES GOVERNMENT SUBSIDY ON AGRICULTURAL SECTOR CAUSE AGRICULTURAL DEVELOPMENT IN BANGLADESH?

Md. Sharif Hossain, Kyushu University, Japan

##### ABSTRACT

*In this paper the principal purpose has been made to investigate the causal relationship between government subsidy on agricultural sector and agricultural development. The Granger-F test and LM tests have been applied to find the causal relationship between government subsidies and agricultural production. Before doing this, in this paper another attempt has been made to investigate the non-stationarity in the series of agricultural production and government subsidies by using modern econometric techniques. Specially, the unit root tests are applied to know the existence of non-stationarity in the series of agricultural production, and government subsidies on agricultural sector with and without structural breaks. The co-integrated test is applied to know that this pair of variables shares the same stochastic trend or not. The analyses cover annual time series data from 1973/74 to 2008/09. From the analysis it has been found that the government subsidy does not cause the agricultural development, but agricultural development causes government subsidy. Thus unidirectional causality has prevailed between government subsidy and agricultural development in Bangladesh economy. It has also been found that both variables are integrated of order 1 with and without structural breaks but they do not bear the mutual dependence for economic development in Bangladesh economy. Also regression analysis has been conducted in order to examine the statistical association between the agricultural production and government subsidies in the short-run. From t-test and F-test results, it has been found that the relationship is insignificant from government subsidies to agricultural development. This clearly indicates that government subsidy on agricultural sector is not playing any significant role for agricultural development in Bangladesh economy. From diagnostics checking it has been found that the residuals are normally distributed with mean zero, residuals are not auto-correlated, there is no evidence of heteroscedasticity and also autoregressive conditional heteroscedasticity is not present in short-run model.*

**Keywords:** Causal Relationship, Non-stationarity, Unit Root Test, Co-integrated Test; Regression Analysis

#### 5. CULTURAL CONGRUENCE IN CROSS-BORDER ALLIANCES: A MULTI-LEVEL PERSPECTIVE

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##### ABSTRACT

*The synergy between firms in a cross-border alliance can be facilitated or hindered by the variation in their cultural make up. The cultural sensitivity of the various dimensions of the operational function has been recognized and documented in empirical studies. However, research on the influence of cultural factors on the health and longevity of cross-border businesses ties has not been very consistent or conclusive. Most of the empirical studies in this area have largely focused on the national cultural distance between firms and have not adequately explored the role of organizational or professional culture. I believe that culture is a multi-faceted construct, comprising national, organizational and professional dimensions.*

*As such, studies to examine the effect of culture on the relationship between alliance partners should recognize the existence and interplay of these separate constructs. I posit that it is the organizational culture which is more proximal to establishing a successful relationship between firms than the national or professional culture. Further, I hold that it is the degree of embeddedness of the organizational culture in the national culture that has a bearing on the relative importance of national culture.*

*Taking a layered view of culture, I examine how multiple cultural factors shape the cultural fit between the partnering firms, thereby impacting the quality of the relationship between them. It is hoped that the conceptual framework presented here will foster a greater understanding of interfirm collaborative dynamics in a cultural context.*

**Key words:** *cultural fit, national culture, organizational culture, embeddedness, cross-border alliances*

## 6. THE SILENT ENTREPRENEURS IN THE AMERICAS HEMISPHERE

Carmen Leonor Martínez-López, City University of New York/BMCC, NY, USA

### ABSTRACT

*This paper examines silent entrepreneurs in the Americas hemisphere; the unit of analysis is the worker cooperative. The main question of this conceptual paper is: Is the worker cooperative enterprise an institution of self-organization by necessity or an institution of self-organization by opportunity? My framework distinguishes entrepreneurial abilities, which according to theory are characterized by worker skills and capital (Sik, 1976). After I interviewed the manager of Colors Restaurant, a worker cooperative enterprise; the co-director of the Restaurant Opportunities Center of New York; the executive director of the Green Worker Cooperative; and reviewed the theories related to entrepreneurship, ownership, and worker cooperatives, I concluded that it is necessary to conduct empirical research on worker cooperatives. To conduct this study I will survey the worker cooperatives of the Americas hemisphere which are members of the International Organization of Industrial, Artisanal and Service Producers' Co-operatives (CICOPA). On the Website of CICOPA, I identified a list of eight members: three members from Brazil, and one member from each of the following countries Canada, Colombia, Costa Rica, Uruguay, and the United States (International Organization of Industrial, Artisanal and Service Producers' Co-operatives, 2009). First, I will survey 212 worker cooperative members of the United States Federation of Worker Cooperatives (USFWC), which were identified on its website (United States Federation of Worker Cooperatives, 2009). Second, I am in the process of contacting the worker cooperative associations of Brazil, Canada, Colombia, Costa Rica, and Uruguay to identify the number of worker cooperatives in each of those countries.*

**Keywords:** *Silent entrepreneurs, worker cooperatives, necessity, and opportunistic*

## 7. STOCK MARKET RETURNS EVIDENCE FROM FOUR ASIAN MARKETS USING GENERALIZED EXTREME VALUE ESTIMATION

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 Thanee Sriwichailamphan, Chiang Mai University, Chiang Mai, Thailand  
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 Chukiatt Chaiboonsri, Chiang Mai University, Chiang Mai, Thailand

### ABSTRACT

*Extreme temperature of this kind is predicted to become more common as climate change accelerates with continued warming. The secondary data load was used as manipulated inputs to a model to study the relationship between stock market returns and temperature as the result of climate change. The Autoregressive-Generalized Autoregressive Conditional Heteroscedasticity (AR(p)-GARCH(p,q) model has fitted to the choice of sample size which is important for the accuracy of the forecast, Evidence in Thailand from this study suggests that the temperature irregularity is characterized by a negative relationship between stock market returns. The results of this research predict only a limited effect on the Thai stock market returns. Extreme Value Estimation was examined in this paper to evaluate financial data from four ASIAN stock exchanges. Extreme Value Analysis takes account of four future stock market scenarios to project 5 years (2012-2015) of future load investing patterns*

**Keywords:** *Stock Market, ASIA, Value*

## 8. THE ROLE OF PARENTAL CONTRIBUTIONS IN THE DEVELOPMENT AND MANAGEMENT OF INTERNATIONAL JOINT VENTURES IN THAILAND

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David Williams, University of Liverpool Management School, Liverpool, UK

David Smith, Nottingham Business School, Nottingham Trent University, Nottingham, UK

Gamal Ibrahim, Nottingham Business School, Nottingham Trent University, Nottingham, UK

### ABSTRACT

*We investigate the parental contributions to international joint ventures (IJVs) in Thailand. We use a sample of IJVs from the Thailand Board of Investment and identify their major contributions. We devise a conceptual framework from the extant literature find that foreign parent companies tend to provide firm-specific contributions related to technology and knowledge management whilst Thai parents tend to provide location-specific knowledge related to host country markets and the marketing and political infrastructure. Moreover we find that the characteristics of the IJV operation in Thailand are generally likely to be similar to their Thai parent companies and tend to be at an intermediate stage of their development. The study makes a significant contribution to the understanding of the nature and development of IJVs.*

**Keywords:** Thailand; international strategic alliances; international joint ventures; parental contribution, partner contribution, IJV development and management

## 9. RADIO FREQUENCY IDENTIFICATION: A TECHNOLOGY FOR CONTINUOUS IMPROVEMENT IN LOGISTICS

Rolando Pena-Sanchez, Texas A&M International University, USA

### ABSTRACT

*Radio Frequency Identification (RFID) is an item-tagging technology that is changing the strategy for continuous improvement in logistics; specifically in supply chain management and inventory control. We describe relevant aspects of this technology, but the main contribution of this research paper is about the statistical analysis of some test-results in a manufacturing process; from which we conclude that all different type of tags used during this experimental case produce in average a similar response; therefore, in this case statistically we can not recommend a specific tag; in other words, all tags used here are equivalent in readability's performance at a significance level of  $\alpha=0.01$ . Our conclusion contradicts several reports that have been recommending some types of tags without appropriated statistical evidence. In addition, some antenna equipments used during the experimentation showed a significant difference regarding the observed average readings. A figure for an optimal tag's parameter diagram based on the maximum level for the signal to noise ratio (SNR) has been included.*

**Keywords:** Radio frequency identification (RFID), statistical analysis of variance, the signal to noise ratio, tag's parameter diagram

## 10. A CROSS-CULTURAL COMPARISON OF SERVICE EXPECTATIONS AMONG MBA STUDENTS

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Barbara A. P. Jones, Alabama A&M University, Normal, AL, USA

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### ABSTRACT

*This study investigates cross-cultural differences of service expectations among MBA students of two different cultures. Adopting Parasuraman et al's dimensions of service quality, the study compared the differences between US and South Korean MBA students' expectations from their schools in terms of tangibles, reliability, responsiveness, assurance, and empathy. Five out of six hypotheses were*

supported, revealing the significant influence of cultural factors on MBA students' expectations. Implications for academics and practitioners are provided.

**Keywords:** Service Expectations, Culture, Hofstede, MBA students' expectations

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## **11. REGULATORY IMPACT: A CASE STUDY OF RIGHTS ISSUES IN EMERGING CAPITAL MARKET OF INDIA**

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Vijaylaxmi Chari, S.D. School of Commerce, Gujarat University, Ahmedabad, India

### **ABSTARCT**

*Regulatory policies were streamlined In India during post reform period and new avenues for raising capital opened and used by Indian companies to raise capital. Rights issues has become a popular route for raising equity among Indian private corporate sector due to motivation provided by regulators by streamlining the rights regulations and regulations have positive impact on activities of rights issues. Thus, regulations framed by regulatory authorities play a vital role in formation of capital structure in developing countries. Hence, Present theories of capital structure are irrelevant in developing capital markets, in which government policy play a decisive role in framing capital structure by corporate.*

**Keywords:** Rights issues; capital control; regulatory policy; control based regulations; disclosure based regulations; corporate behaviour of capital issues; developing capital market.

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## **12. EFFECTIVENESS OF TWO APPROACHES TO LEARNING INFORMATION SYSTEMS CONCEPTS: CASE STUDY VERSUS GROUP PROJECT WITH A LOCAL COMPANY**

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James Henson, California State University-Fresno, Fresno, California, USA  
Patricia LaRosa, California State University-Fresno, Fresno, California, USA

### **ABSTRACT**

*The purpose of this research study was to determine if one of two approaches to presenting web-based course content was more effective in helping students learn essential concepts of information systems. In studies of this nature, there are so many intervening variables that a good analysis is not possible. However, both class sections included in this study were on-line, and the differences can be well defined. Both class sections used the same textbook, course outline, test bank, and final exam. The learning goal was to help students develop a basic understanding of information systems concepts. The differences in the two approaches were that one class section used a semester-long case study while the other section used a semester-long company-based group project with collaborative group discussion boards.*

*The results show that both approaches helped students learn information systems concepts and there was little difference between the two approaches in terms of overall effectiveness. In both approaches the students found the structure, design, and delivery of the course to be favorable.*

**Keywords:** Web based instruction, Web supported instruction, case study, group project

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### 13. A COMPARATIVE STUDY OF STUDENTS' LEARNING OUTCOME IN NON WEB-BASED AND WEB-BASED ERP-SIMULATED CLASSROOM ENVIRONMENTS

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Farhad Daneshgar, University of New South Wales, Australia

#### ABSTRACT

*This study provides a comparative analysis of students' learning outcome between non web-based and web-based ERP-simulated classroom environment in business schools. The research further identifies potential enhancements in effectiveness of ERP-simulated learning environments. Results from the independent sample t-tests, indicated that students who did not utilize web-based ERP-simulated classroom demonstrated significantly higher achievement than those who used the system. Results revealed that the main reasons behind such lower performance seem to be lack of social interactions and cultural factors specifically language issue when implementing web-based ERP-simulated classroom instruction.*

**Keywords:** ERP, Simulation, Business Curriculum, TAM, Diffusion of Innovation Theory

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### 14. CHILD LABOUR AND SCHOOLING IN DEVELOPING COUNTRIES: A REVIEW OF THE LITERATURE

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#### ABSTRACT

*This paper shows that there is a trade-off between child labour and schooling. The costs (both direct and indirect cost) and benefits from education are considered by parents in making schooling and child labour decisions. Evidence seems to support the view that although some work can help children to acquire human capital (in the form of on-the-job training, and the money earned from child labour makes school possible for children themselves), in general, child labour lowers the acquisition of education and human capital. Moreover, the adverse effect of child labour on schooling outcomes is likely to be increased if a child spends more time on labour activities outside the home. Easy and improved access to the credit market can significantly increase school attendance and reduce child labour. Income transfer programmes, targeting the households living below poverty line, can help to stimulate demand for education by reducing the cost of education. The introduction of compulsory schooling in a given period and retributive taxation from adults to elderly people in the following period could be an effective strategy to eradicate child labour. Therefore, it has been found that an increase in the supply of education is not enough to ensure school enrolment; the demand side of education should also be targeted.*

**Keywords:** Child labour, School Attendance, School Achievement, Costs of Education and Benefits of Education

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### 15. CONSUMERS' RANKINGS OF RISK-REDUCTION STRATEGIES IN E-SHOPPING

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#### ABSTRACT

*Identifying and providing online shoppers' proper risk-reduction strategies are important to potential Internet marketing. Since Bauer (1967) introduced the concept of perceived risk to the marketing literature, the strategies consumers employed to lower their risk have been of great interest to marketing researchers (e.g. Mitchell and McGoldrick, 1996). The purpose of this study is to investigate consumers' preferences for methods of reducing risk and to show e-marketers the importance of this awareness for their competitive advantage.*

**Keywords:** risk-reduction strategy, online shopping, consumer decision making

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## 16. PROVIDING AN EDUCATIONAL FOUNDATION FOR CULTURAL WISDOM

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Daryl O. Rachal, University of Louisiana at Lafayette, USA  
Kerry David Carson, University of Louisiana at Lafayette, USA  
P. Robert Viguerie, Jr., University of Louisiana at Lafayette, USA

### ABSTRACT

*There is a pressing need for business schools to prepare students to interact within other cultures. Graduates will be working in a world marketplace, and cultural sensitivities will be needed to smooth interpersonal interactions and promote business. To facilitate these interactions, institutions of higher learning need to help students become culturally intelligent.*

*Various techniques for teaching cultural intelligence (CQ) have been provided by Earley and his colleagues (e.g., Earley & Peterson, 2004). However, CQ does not guarantee that a person will make wise decisions. The most fruitful approach for teaching wise decision making is provided by Sternberg (2003) who describes wisdom as superior problem-solving using practical intelligence. Still, to display cultural wisdom (i.e., both CQ and wisdom), one has to be wise within the cultural context. That is, a decision that is wise in one culture may not be wise in another. So, one educational approach to cultural wisdom is to teach wisdom-developing approaches in a CQ curriculum that examines specific cultures. To facilitate cultural wisdom, business faculty members need to role model this attribute so that students, through life-long learning, can display wisdom across cultures.*

**Keywords:** *Cultural Intelligence, Cultural Wisdom, Cultural Curriculum*

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## 17. MORTGAGE TERMINATION IN LOS ANGELES COUNTY

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Taewon Kim, California State University, Los Angeles  
Min-Ming Wen, California State University, Los Angeles

### ABSTRACT

*This paper investigates whether geographic location of mortgages can affect the probability of mortgage termination in Los Angeles County due to either prepayment or default. Probit model is used to examine the determinants that trigger loans to be prepaid, to default, or to be terminated. In addition to dummy variables that represent geographic location of the mortgages, variables such as loan to value ratio, home value, and mortgage interest rate are also included in our model. The results show that loan to value ratio, home value and mortgage interest rate have a consistently significant and positive impact on the probability of loans to be prepaid, to default, and to be terminated. However, the geographic location of only two out of five Los Angeles County Supervisorial Districts is significant in affecting the probability of loans to be prepaid and to be terminated.*

**Keywords:** *Mortgage Termination, Mortgage Default, Mortgage Prepayment, Geographic Location*

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## 18. GENDER INEQUALITY AT THE WORKPLACE: TIME FOR A PARADIGM SHIFT!

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Kimberly Russell, Sam Houston State University, USA  
Geetha Subramaniam, Universiti Teknologi MARA, Malaysia

### ABSTRACT

*As the present trend sees a diversified workforce and more women employees at the workplace, managers are being forced to deal with the differences that exist among their workers. This research paper examines whether there is any issue of discrimination towards the women workers and the challenges they face at the workplace. An overview of the workplace is presented along with the issue of*

*both generational and gender differences and the reflection of those differences within society. The most fundamental issue facing women today is the struggle against gender inequality in both wages and promotional opportunities. We have seen advancements with the passing of protective legislature, for example the Civil Rights Act of 1964, which has allowed women the ability to pursue career opportunities. However, many historical and cultural perceptions have viewed women's role as the primary caregiver for their families and weekend women's advancement prospects within the workplace. Therefore, the call must be made for a reconstruction of public policies, workplace structures, and mindset change to promote balanced lives and opportunities for women.*

**Keywords:** *gender, inequality at workplace, workplace reform*

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## **19. STUDY OF QUALITY OF WORK LIFE OF NURSES AND ITS IMPACT ON THEIR JOB SATISFACTION IN SELECTED PRIVATE & GOVERNMENT HOSPITALS OF GUJARAT**

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Rashmi Pant, Jaipuria Institute of Management, Lucknow, U.P, India

### **ABSTRACT**

*In this paper, the factors affecting the quality of work life of nurses in private and government hospitals of Gujarat and the impact of quality of work life (working conditions) on individual job satisfaction level of the nurses has been studied. A comparative study on the quality of work life of nurses prevailing in a private and a government hospital of Gujarat is also undertaken. Here multinomial logistic regression and non-parametric Mann-Whitney U test have been used to analyze the data related to the above objectives.*

*The findings throw light on some new quality of work life factors that play a significant role in determining work-life balance of nurses in these hospitals and have a positive effect on the individual job satisfaction of nurses. Moreover comparison of private and public hospitals show that the difference in job satisfaction levels among hospitals is not only factor related but also related to extent to which work-life enhancing facilities are provided by a hospital.*

**Keywords:** *Quality of Work Life (QWL), job satisfaction, private and government hospitals, multinomial regression*

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## **20. EFFECTS OF JOB LOCATION ON JOB SATISFACTION**

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Thomas W. Philippe, St. Petersburg College, St Petersburg FL  
Jerry W. Koehler, University of South Florida, Tampa, FL

### **ABSTRACT**

*The objective of this study was to measure the effects of non-collocated and collocated work environment on job satisfaction. The hypothesis predicted that collocated organizational members would have a higher level of job satisfaction than individuals working alone. One hundred and two questionnaires were completed by faculty of a State college institution. Analysis of variance and T-Tests were employed to analyze the attitudes of the respondents. Results of this study confirmed the hypothesis. Scores of individuals working alone yielded less job satisfaction than those employees working in environments.*

**Keywords:** *collocation, job satisfaction, applied management.*

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## 21. THE RELATIONSHIP BETWEEN UNEMPLOYMENT AND ECONOMIC DIVERSIFICATION

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### ABSTRACT

*The relationship between unemployment and economic diversification in the United States over a 53 year period (1947-2009) is investigated in this paper. The model of unemployment being primarily a function of economic activity is extended by adding a variable for economic diversification. Economic diversification is measured by calculating the Herfindahl index for the GDP by sector. A negative and statistically significant relationship is found to exist between diversification and unemployment. The implications of this finding are both important and wide ranging.*

**Keywords:** *Economic diversification, unemployment, Herfindahl index*

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## 22. CORPORATE GOVERNANCE: OWNERSHIP'S INFLUENCE OVER BUSINESS STRATEGY AND PERFORMANCE IN ROMANIAN BANKING SYSTEM

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### ABSTRACT

*The purpose of our empirical study is to investigate the relationship between a bank's ownership and its performance and business strategy as far as net interest income is concerned in the Romanian banking system. In order to reach to a conclusion, we select a sample of credit institutions that are running their activities in our country, basing on the information available on their web-sites. The research methodology is based on econometric analysis using various statistical tools (descriptive statistic, correlations and regressions). To reach to a conclusion, we tried to identify possible correlations between several characteristics of banks' ownership and shareholders preference for traditional banking activities. In the end, we concluded our study by creating two functions of regression to express the influence of each considered factor over the net interest income and performance.*

*The results of the performed analysis show that all considered characteristics of banks' ownership have a significant influence (positive or negative) over banks' business strategy and performance. Thus, banks with foreign ownership, as little individuals, and coming from countries members of the European Union have the highest performances and proved to be more traditional as regards the source of incomes.*

*The paper has some limitations, too, because there might be other factors closely related to banks' shareholders that were not analyzed in this study and might also be behind the positive empirical association established between the ownership and their classical/non-traditional orientation.*

**Keywords:** *Corporate governance, Ownership, Performance, Traditional business strategy, Romanian banking system*

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