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**ABSTRACTS****1. MANAGEMENT OF ALLIANCES IN DYNAMIC INDUSTRIES:  
MODULARIZATION AND INTER-FIRM TEAMS**

Ricarda B. Bouncken, University of Greifswald, Greifswald, GERMANY  
Thorsten Teichert, University of Hamburg, Hamburg, GERMANY  
Michael Koch, University of Hamburg, Hamburg, GERMANY

**ABSTRACT**

*Prior studies indicate that modularization improves innovation. The benefits are based upon by a flexible configuration of components and processes. This paper extends the intra- firm concept of modularity to the inter-firm level. We explore two facets of modularity and synergistic specificity and their consequences on the outcomes of alliances, particularly on outcome-blending. We differentiate the context-driven effects of modularity and synergistic specificity on outcome blending by a comparison of two dynamic industries. Biotechnology and new media represent two ends of a continuum between (1) highly science-laden with long time-to-market, and (2) highly IT- and design-laden with fast-to-market innovations. Based on a survey of more than 300 enterprises, we find that alliances in both industries achieve a synergistic blending of collaboration outcomes. Applying a two-group structural equation model, we reveal differences according to hypothesized relationships. Findings are related to market and technology characteristics.*

**Keywords:** Alliances, R&D collaboration, Modularity

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**2. PROMOTING LEARNING IN SMALL ENTREPRENEURS AND HIGHER EDUCATION STUDENTS  
THROUGH SERVICE LEARNING PROGRAMS**

Alejandro Mungaray, Universidad Autónoma de Baja California, MÉXICO  
Martín Ramírez-Urquidy, Universidad Autónoma de Baja California, MÉXICO  
Michelle Taxis, Universidad Autónoma de Baja California, MÉXICO  
David Ledezma, Universidad Autónoma de Baja California, MÉXICO  
Natael Ramírez, Universidad Autónoma de Baja California, MÉXICO

**ABSTRACT**

*Microenterprises have become of increasing importance in the economic and social development. This has led policy makers to view their support as a strategy for poverty alleviation in developing countries. Financial and non-financial service support programs with diverse organizations have been established, rendering heterogeneous results, and leading discussions on how to deliver them and how to assure provision, among, other issues. When speaking about support programs for these enterprises, particularly human capital-related services known as Business Development Services in developing countries, it is never thought of important resources already released by governments and possessed by the Public System of Higher Education, among which human capital is highlighted. Final year students almost awarded with a degree, have a great potential in contributing with development providing services to underprivileged communities and agents. This paper aims to share the experience of the Program for Research, Assistance and Teaching of Small Enterprises, which constitute a non-market based model of assistance founded as community service led by a Higher Education Institution, and complementary method of teaching firm related subjects in economics, among others fields, following the service learning approach. The program may be helpful not only to provide support to poor entrepreneurs, but also to create excitement in learning concepts reviewed in class, through embarking the students in communitarian activities. The paper suggests that most of learning occurs outside the classrooms, and undertakes the hypothesis that service learning programs particularly in developing countries can play an important role in supporting poor microenterprises. The paper also reviews the program impact and*

*evaluates the effectiveness of the service learning programs in stimulating entrepreneurs and students learning.*

**Keywords:** Small Enterprises, Support Programs, Service Learning, Impact Measurement

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### **3. ACADEMIC AND PERSONAL CHARACTERISTICS OF ECONOMICS FACULTY IN U. S. COLLEGES AND UNIVERSITIES**

Ravindra R. Kamath, Cleveland State University, Cleveland, OH, USA  
Edward G. Thomas, Cleveland State University, Cleveland, OH, USA  
Yi Wang, Cleveland State University, Cleveland, OH, USA

#### **ABSTRACT**

*This article presents a profile of the economics professorate in the United States. Information on 13 demographic variables for economics faculty in U.S. colleges and universities was collected and analyzed for two time periods: 1995-1996 and 2001-2002. The resulting profile of economics faculty should be of interest to students who are considering economics as a major, those contemplating entering the profession, and those faculty members who are engaged in educating the next generation of economics faculty members.*

**Keywords:** Profile of Economics Faculty in the United States; Personal Characteristics of Economics Faculty; Teaching Interests of Economics Faculty; Research Interests of Economics Faculty

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### **4. A CASE STUDY OF GLOBALIZATION, INNOVATION AND ICT APPLICATION IN TAIWAN'S CULTURAL INDUSTRY**

Yi-Long Jaw, National Taiwan University, Taipei, Taiwan, R.O.C.  
Chun-Liang Chen, National Taiwan University, Taipei, Taiwan, R.O.C.

#### **ABSTRACT**

*Under the trends of the globalization, the modernization of local cultural industry may provide the opportunity for Taiwan to maintain its national competitive advantages in the future. The purpose of this paper is to analyze drivers, dynamics and applications of cultural corporation's internationalization with a strong emphasis on technology and innovation. We also explore what opportunities are there for local cultural producers from outside the core areas of cultural production to gain access to new global networks of cultural production and consumption. Focusing on the practices of PiLi International Media Company, this study examined the content production of its puppet shows, the new technologies it used, and the difficulties and potentials for a local cultural industry to globalize. Evidence from case study shows that new technologies did a great help for a local cultural production corporation to globalize its business. The effects of information and communication technology on internationalization are including: global audiences, changing drama, local telecommunication and cable providers competition, and trigger internationalization strategies from advanced county.*

**Keywords:** Case Study, Cultural industries, ICT, Globalization, Innovation

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## 5. EFFECTS OF MARKETING CAPABILITY ON EXPORT PERFORMANCE OF GIFT BUSINESSES IN THAILAND

Phapruke Ussahawanitchakit, Mahasarakham University, THAILAND

### ABSTRACT

*This study aims at investigating the effects of marketing capability on export performance of gift businesses in Thailand. Marketing capability is a key determinant of export performance. It consists of market orientation, marketing network, and strategic flexibility. Here, we attempt to link management capability to export performance by hypothesizing the positive relationships. In the results of the study, market orientation, marketing network, and strategic flexibility have direct positive influences on export performance. They also play important roles in effectively explaining and driving exporting firms' performance and success in the international markets. Giving potential discussion is efficiently implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions of the future research are described.*

**Keywords:** Marketing Capability, Market Orientation, Marketing Network, Strategic Flexibility, Export Performance

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## 6. SELLING THE DESERT: ENTERING THE KOREAN MARKET TO PROMOTE DUBAI AS A TOURIST AND COMMERCIAL DESTINATION: A DTCM APPROACH

Syd Gilani, University of Dubai, United Arab Emirates

Berina Esra O. Gilani, International Marketing Consultant (Independent), United Arab Emirates

### ABSTRACT

*From 1988 to 1995, the Korean outbound travel increased by 526% to 3,818,740 in 1995. A decade has passed and still Korean outbound travel continues to increase, passing the 10 million mark for the first time in 2005. The rapidity of this increase has caught many destinations unprepared. One such example is Dubai, United Arab Emirates (U.A.E.), which has only recently recognized the potential of Korean tourism and business. The Dubai Government's Department of Tourism and Commerce Marketing (DTCM) has already opened offices in 14 countries throughout the world, including Hong Kong for the Far East, to promote its city as both an internationally astute business hub and tourist haven. For tourism product development and the promotion of destinations in the nowadays-competitive age, it is necessary to achieve a clear profile of the travel behavior and preferences of actual and potential clients. However, DTCM has yet to recognize that Korean businesspeople and tourists' expectations differ from those of their Far Eastern neighbors. As a result of failing to provide an adequate pull strategy for this target market, this study proposes the opening of an office in Korea and illustrates how DTCM is able to adapt its strategic, marketing and promotional needs in this new office. It focuses on assessing the Korean market based on screening factors, gives significant information on the mode of entry and describes the recommended implementation strategies to use in order to target the Korean market. Consequently, not only will DTCM benefit from its new office in Korea, but this office will become an essential and valuable tool for both the public and private sectors in Dubai that are interested in receiving tourists and business partners from Korea.*

**Keywords:** Korean Market, Culture, Political Tension, Business Hub, Tourist and Tax Haven, Pull Strategy, Market and Segment Screening, Mode of Entry, Positioning Strategies

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## 7. ANTECEDENTS OF LEARNING OUTCOMES IN STRATEGIC MANAGEMENT COURSES

William Q. Judge, Old Dominion University, Norfolk, Virginia, USA  
Detelin S. Elenkov, University of Tennessee, Knoxville, Tennessee, USA

### ABSTRACT

*The AACSB accreditation standards are shifting from input quality to learning outcome measures. This study seeks to explore two administratively-controllable factors which might affect two key student learning outcomes. We find that both class meeting frequency and tenure-track faculty instruction are positively related to the students' conceptual mastery. Also, our data reveal that class meeting frequency is positively related to analytical skills gained. These findings offer ideas for enhancing student learning outcomes under the direct control of academic administrators, and can assist institutions seeking to establish or re-establish accreditation of their programs.*

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## 8. ACADEMIC AND WORKPLACE PERCEPTIONS OF TRADITIONAL FEMALE GRADUATES

Frederick J. DeCasperis, Siena College, Loudonville, New York, USA  
Douglas A. Lonnstrom, Siena College, Loudonville, New York, USA

### ABSTRACT

*Female students who were under the age of 25 when they received a bachelor's degree at our institution between 1990-1997 were the focus a recent research study. The study assessed graduates' attitudes and perceptions of the quality of their educational experiences and their subsequent workplace experiences. The study found that the majority of these graduates thought highly of their academic experience and felt it left them well prepared for employment. However, while there is current literature to support that women in the corporate world are now faring better when compared to their male counterparts than women were a decade ago, survey respondents indicated that their ability to secure job advancement and increased financial compensation at a pace equal to male co-workers was perceived as a problem.*

**Keywords:** Women's Wages; Corporate Salaries; Gap in Women's Pay

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## 9. AUSTRALIA AND INDIA: DIFFERENCES IN ACCOUNTING STANDARDS

Michelle W. L. Fong, Victoria University, AUSTRALIA  
Sachin M. Haris, Victoria University, AUSTRALIA

### ABSTRACT

*This paper highlighted the differences in accounting standards between Australia and India. The extent of this diversity was not significant. Although India does not have standards equivalent to some of the Australian standards focused by this paper, it is putting effort in developing its accounting framework to match international benchmark.*

**Keywords:** Foreign Direct Investment (FDI), Australian Accounting Standards Board (AASB), International Accounting Standards (IASs).

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## 10. NEW PERSPECTIVES IN THE ROMANIAN PENSION SECTOR

Marius D. Gavriletea, Babes Bolyai University, Business Faculty, Cluj – Napoca, ROMANIA

### ABSTRACT

*A very delicate problem of the most developed countries and not only, is the pension system perspectives. Everyone desire to have enough financial resources for the retirement period, but this thing depend very much of the level of contribution in the active age, the compulsory and facultative pensions schemes and the profitability of the funds. In this paper we will analyze the existed situation in Romania, in the moment when the local Govern intend to introduce Private pensions. The model proposed in Romania will be compared to other existed in Eastern Europe area, in other countries from the former communist block. In the paper we will present the expectation from the Romanian private pensions and we will present the main insurance operators that intend to operate on this new market.*

**Keywords:** Retirement, System, Private, Public, Pension, Pillar

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## 11. THE EFFECTS OF TRUST/DISTRUST ON INFORMATION PRIVACY CONCERNS (IPC) AND THE MODERATING ROLES OF INDIVIDUAL PROPENSITIES

Jinsook Erin Cho, Parsons School of Design, New School University, New York, USA

### ABSTRACT

*This study examines the effects of trust and distrust on information privacy concerns (IPC) in the context of obtaining loan services over the Internet. This paper also investigates the roles of two individual propensities (i.e., risk proneness and trust propensity) moderating these relationships. The proposed model is tested with 662 responses collected via a web survey. The results indicate that the effect of distrust on increasing IPC is greater than that of trust on lowering it. The results also support the moderating roles of risk proneness and trust propensity, emphasizing the importance of incorporating such variability into understanding the (dis)trust-IPC relationships.*

**Keywords:** Trust; Distrust; Information Privacy Concerns; Trust Propensity; Risk Preference

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## 12. WOMEN AND WORK/LIFE CONFLICT AT HIGHER EDUCATIONAL INSTITUTIONS

Silva Karkoulian, Lebanese American University, Beirut, LEBANON  
Leila Halawi, Bethune-Cookman University, Daytona, Florida, USA

### ABSTRACT

*This study reports the results of 248 survey questionnaires and 26 interviews with full-time and part-time female faculty members at a Lebanese Higher Education Institution. The researchers focused on working women at a Lebanese higher educational Institution to assess the origins and the impact of their work-life conflict in their careers and family. This research's aim was to determine the effect of the independent variables marital status, having children, having dependents, years of experience and status in an organization on work-conflict and home-conflict (the dependent variables). The work conflict is affected positively by the marital status, the years of experience and the position in the organization. The participants described the University as a good institution to work for and saw themselves as privileged since the University does not discriminate against women and allows them to achieve higher and leadership positions.*

**Keywords:** Women, work-life conflict, Marital status, no. of children, no. of dependents, no. of years working at the higher educational institution and the work status.

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## 13. A DEMOGRAPHIC COMPARISON OF TWO STANDARD SATISFACTION INSTRUMENTS IN MEXICO

George E. Heilman, Winston-Salem State University, Winston-Salem, North Carolina, USA  
Jorge Brusa, Texas A&M International University, Laredo, Texas, USA

### ABSTRACT

*The effects of computerization in Mexico are receiving growing attention. One area of recent research is the validity and applicability of Spanish translations of standard computer satisfaction instruments in Mexico. This study investigates the comparability of results obtained from Spanish translations of two computer satisfaction instruments administered to employees of organizations in northern Mexico. The findings indicate both instruments provide similar results when used as over-all measures of satisfaction and are generally similar across most demographic categories, although some differences do exist.*

**Keywords:** Computer Satisfaction, End-User Computing Satisfaction, User Information Satisfaction

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## 14. TRANSFORMING KNOWLEDGE ASSETS FOR CREATING A LEARNING ORGANIZATION: A CONCEPTUAL APPROACH FOR MOVING TOWARDS BUSINESS EXCELLENCE

Vidhu Shekhar Jha, International Management Institute, New Delhi, INDIA  
Himanshu Joshi, International Management Institute, New Delhi, INDIA

### ABSTRACT

*Knowledge is seen as a source for innovation and competitive advantage by organizations worldwide. This role of knowledge holds importance for supporting organizational learning. Organizations today and in the past have been exploring ways to improve business performance and efficiency. Increasingly, a lot of emphasis has been on understanding how to harness the knowledge of individuals and teams for improved learning, and use it as a strategy for success. The paper tries to establish a linkage between Knowledge Management & Learning Organization, and how it helps in moving towards Business Excellence. The paper looks at the relevant literature and models available on these concepts and tries to*

*integrate what practitioners and academicians have talked about on Knowledge Management, Learning Organization and Business Excellence.*

**Keywords:** Knowledge Management, Learning Organizations, and Business Excellence

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### **15. A MANAGERIAL APPROACH TO USING ERROR MEASURES IN THE EVALUATION OF FORECASTING METHODS**

James E. Cox, Jr., Illinois State University, Normal, Illinois, USA  
David G. Loomis, Illinois State University, Normal, Illinois, USA

#### **ABSTRACT**

*Summary error accuracy measures are used in several steps of the forecasting process. For example, error measures are used to evaluate and choose forecasting methods. However, more effort should be made to take into account the implicit managerial assumptions made by using these error measures.*

**Keywords:** Error Measures, Forecasting, Forecasting Management, Accuracy Measures, Forecasting Process, Forecasting Techniques.

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### **16. NEW DIRECTIONS IN REGIONAL EMPLOYMENT FORECASTING MODELS**

Bahman B. Motii, University Of Montevallo, Montevallo, Alabama, USA  
Dallas R. Blevins, University Of Montevallo, Montevallo, Alabama, USA

#### **ABSTRACT**

*Forecasting employment at regional level, in the form of embedding input-output relations within econometric models, has taken new turns. The point of emphasis in these models is on the dynamic properties of inter-industrial relationships in the region's economy. Historically, these models have mainly focused on the predictive accuracy of regional employment forecasts and their application to impact analysis. Based on the most recent applications, embedding strategies can be used to determine the structural change in a region's economy. The purposes of this article are to review the development and application of the most recent dynamic integrating strategies and investigate the challenges and opportunities that lie ahead for such methodologies. Additionally, the value of the application of the most recent dynamic holistic strategies for the determination of structural change in a region's economy is examined.*

**Keywords:** input-output, Econometric, holistic embedding, dynamic integration, Structural Change

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### **17. ON SAMIR AMIN'S CONTRIBUTION TO GLOBALIZATION**

Adil H. Mouhammed, University of Illinois at Springfield; Springfield, IL, USA

#### **ABSTRACT**

*This paper intends to review and analyze Amin's contribution to the globalization process. He analyzes the global capitalist system through its evolution over five centuries and has found that its process of capital accumulation is exploitative and destructive of many Third World countries. The monopoly global capitalist model has created underdevelopment, stagnation, disintegration, marginalization, exclusion, polarization, pauperization, inequality of income and wealth, bureaucracy and dictatorship, immorality and corruption, and cultural and ethnic divisions. Accordingly, the Third World countries, the peripheries, need*

*a new strategy of development grounded in a new model characterized by liberation, auto-centric economies, and full and effective participation in the global system, which can help in shaping and changing the imperialist global system. Amin's contribution has provided such a model for change and development, which makes it relevant for many countries.*

**Keywords:** Capital accumulation; Rate of Profit; Rate of Exploitation; Imperialism; Monopoly Capitalism; Auto-centric Economies; Peripheries; Polarization; Pauperization; A New Road for Development.

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## **18. THE IMPACTS OF GROUP CLIMATE ON CREATIVITY AND TEAM PERFORMANCE OF AUDITORS IN THAILAND**

Pailin Nilniyom, Mahasarakham University, Mahasarakham, THAILAND

### **ABSTRACT**

*This study examines the impact of group climate (self-disclosure, psychological safety, and learning orientation) on team performance through creativity as the mediator. Ninety-six participants from auditors were surveyed as the groups that work in teamwork. The results show that the Group climate was positively related to creativity of outcomes and was also related to team performance ratings under the rewards system. So high group climates were higher in ratings of creativity of outcomes, and overall performance. Thus, contributions and suggestions for future research are also discussed.*

**Keywords:** Group Climate; Self-disclosure, Psychological Safety, Learning Orientation, Creativity Rewards System, Team performance

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## **19. COMPONENT ANALYSIS OF ENTERPRISE WEBSITES: A STUDY OF WEBSITES OF ORGANIZATIONS AND ENTERPRISES IN BALTIMORE METROPOLITAN AREA**

Muhammed A. Badamas, Morgan State University, Baltimore, MD, U.S.A.

Samuel A. Ejjaku, Morgan State University, Baltimore, MD, U.S.A.

### **ABSTRACT**

*A good web site is one that achieves its goals. Therefore the right web content decisions are critical to effective web design. There are factors that may impact web page visibility in a search engine. This is a survey study that evaluates the web sites of selected enterprises in the Baltimore-Washington metropolitan area, on the basis of components included on their websites, to determine whether enterprises follow the principles of good web design in their effort to make their enterprises visible to web visitors. The study concludes by rating the selected web sites to highlight which components are considered important. The result will help enterprises improve on the design of their web sites.*

**Keywords:** Component Analysis, Websites, Baltimore, Enterprises, Web Design

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## 20. DETECTING FINANCIAL EARLY WARNING SIGNS IN ISTANBUL STOCK EXCHANGE BY DATA MINING

Ali Serhan Koyuncugil, Capital Markets Board of Turkey, Ankara, TURKEY  
Nermin Ozgulbas, University of Baskent, Ankara, TURKEY

### ABSTRACT

*Small and Medium-sized Enterprises (SMEs) have made an important contribution to world's rapid economic growth and the fast industrialization process. SMEs constitute 99.89% of total enterprises and play a major role in Turkish economy. The aim of this study is to detect a financial early warning sign for the SMEs listed in Istanbul Stock Exchange (ISE) by using data mining. A data mining method, ChiSquare Automatic Interaction Detector (CHAID) decision tree algorithm, was used in the study for financial profiling and detecting FEWS. The study covered 697 SMEs listed in ISE between 2000 and 2005. As a result of the study, the covered SMEs listed in ISE were categorized into 19 financial profiles and it was determined that 430 of them had poor financial performance, in other words 61.69%. According to the profiles of SMEs in financial distress, Return on Equity (ROE) will be a financial early warning signal for SMEs listed in ISE.*

**Keywords:** Data Mining; Decision Tress; CHAID; Early Warning; Financial Distress, SMEs

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## 21. SHIFT WORK AND ACCIDENT RATES: ARE THEY REALLY RELATED?

R. Stephen Parker, Missouri State University, Springfield, Missouri, USA  
Charles E. Pettijohn, Missouri State University, Springfield, Missouri, USA  
Elizabeth J. Rozell, Missouri State University, Springfield, Missouri, USA

### ABSTRACT

*The purpose of the present study was to examine the effects of shift work (work practice/environment) and the impact of positive (PA) and negative (NA) affectivity (personal characteristics) on employee accident rates. A sample of 340 shift workers from a participating manufacturing firm completed the PANAS (Positive and Negative Affect Schedule) while supervisors provided information about accident rates for each employee. We then examined the relationships between positive and negative affectivity and accident rates and concluded with a discussion of the results and their implications for management research and practice.*

**Keywords:** Dispositional Affectivity, Accident rates, Shift work.

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## 22. FOREIGN DIRECT INVESTMENT AND AGGREGATE VOLATILITY

Luis San Vicente Portes, Montclair State University, Montclair, New Jersey, USA  
Dong-Kyoon Kim, Montclair State University, Montclair, New Jersey, USA

### ABSTRACT

*In the last 30 years most developed economies have experienced a strong reduction in the volatility of their economic cycles. Yet, the causes are not fully understood. This study documents and shows how the expansion of multinational corporations around the world has mitigated the propagation of shocks within host and home economies over time, leading to smoother business cycles. Based on sample of 178 countries we find that Foreign Direct Investment inflows and outflows are significantly associated with lower output volatility. The underlying channel is that international diversification provides multinational firms with smoother paths of sales and earnings that result in less volatile investment and production. Our*

*findings provide new insights into the benefits of globalization as well policy prescriptions for more stable growth in both developing and developed economies.*

**Keywords:** Foreign Direct Investment, International Diversification, GDP Volatility, International Business Cycles.

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### 23. COMPARATIVE ANALYSIS OF SCHOLARLY PERFORMANCE

Lorraine Anderson, Marshall University, Huntington, WV, USA  
Lawrence Shao, Marshall University, Huntington, WV, USA  
Dan LeClair, AACSB International, Tampa, FL, USA  
Stephen P Shao, Jr., Tennessee State University, Nashville, TN, USA

#### ABSTRACT

*This evaluation of research activities by faculty is a key issue on college campuses as stakeholders strive to meet state and accreditation assessment requirements. This paper provides the results of a survey of 1,300 administrators and faculty of AACSB International accredited institutions. Respondents were asked what they believe is currently being used, and what should be used, to evaluate overall faculty performance and research. Differences in responses are evaluated across school types, respondent faculty and administrative status, and years of experience. The results of this study provide a basis upon which administrators and faculty committees can use to evaluate faculty scholarship performance.*

**Keywords:** Faculty Performance, Academic Research, Scholarly Activities

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### 24. MIND THE GAAP? MARKET REACTION TO ACCOUNTING PRINCIPLES: EVIDENCE FROM BRAZILIAN CROSS-LISTED STOCKS

Guilherme Kirch, FEEVALE, BRAZIL  
Paulo Renato Soares Terra, Universidade Federal do Rio Grande do Sul, BRAZIL  
Fernando Caputo Zanella, United Arab Emirates University, UAE

#### ABSTRACT

*This paper has two main objectives: first, testing the hypothesis that the stock market may be surprised by the release of accounting earnings; second, verifying whether there are different reactions in the domestic and foreign stock markets for cross-listed stocks when the same firm discloses its earnings according to different accounting principles. All Brazilian firms whose level II and III ADRs (American Depositary Receipts) are cross-listed in the Sao Paulo Stock Exchange (BOVESPA) and in the New York Stock Exchange (NYSE) are analyzed. The literature usually identifies the market surprise as a break in the stock price series. Here, a combination of the Capital Assets Pricing Model (CAPM) and the Chow's structural break test is employed to such an end. The findings show that there are no surprises in the market during earnings releases independently of the accounting principles followed in order to generate the information.*

**Keywords:** GAAP, Harmonization, Market Efficiency; Structural Break; Emerging Markets.

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