
ABSTRACTS**1. CREATING LEARNING ORGANIZATIONS FOR LOCAL DEVELOPMENT**

Mohga A. Badran, American University in Cairo, EGYPT

ABSTRACT

This paper presents how the concepts, principles, and tools of a "learning organization" could be used to enhance local development by upgrading the managerial capabilities of the managers, administrators, and other actors who play a role in local development. The paper presents the factors that affect the success of local development. The paper then attempts to outline a conceptual framework of how shared vision, mental model, systems thinking, team learning, and personal mastery could be used to enhance local development. In addition, the paper presents two action researches in rural Egypt that show how some of these concepts have actually led to success in local development projects.

Keywords: Egypt, learning organization, local development, shared vision, team learning, personal mastery, mental model, systems thinking, leadership, sustainable development, capacity building, participation, knowledge creation, action learning.

2. AN EXPERIMENTAL EXPLORATION OF COOPERATION AND TRUSTWORTHINESS IN AUSTRIA AND THAILAND

Jürgen Huber, University of Innsbruck, AUSTRIA
Doris Ohnesorge, University of Innsbruck, AUSTRIA

ABSTRACT

Cooperation, trust, and trustworthiness are major factors influencing the success of doing business internationally. Does 'culture' matter in this context? With a game-theoretical setting we shed some light on this question. We report results from experiments conducted with nearly 1,000 business students in Austria and Thailand. When confronted with a simple prisoner's dilemma situation students from the two countries showed different behaviour. Namely, Thai students behaved in a significantly more cooperative and trustworthy manner. We attribute this to their higher aversion to 'egoistic behaviour' and to a relatively higher weight attributed to losses relative to gains in Asian societies

Keywords: trust, cooperation, prisoner's dilemma, experimental economics, Austria, Thailand

3. FATAL ATTRACTIONS: THE (MIS) MANAGEMENT OF WORKPLACE ROMANCE

Steven H. Appelbaum, Concordia University, Montréal, Quebec, CANADA
Ana Marinescu, Concordia University, Montréal, Quebec, CANADA
Julia Klenin, Concordia University, Montréal, Quebec, CANADA
Justin Bytautas, Concordia University, Montréal, Quebec, CANADA

ABSTRACT

The purpose of this article is to synthesize, through a comprehensive review of historic and contemporary literature, critical contributors to the development of workplace romance as a challenge, its effects on the organization's performance and its employees, as well as strategies for action. The article is divided in three main sections: the summary of the rise of the phenomenon, the outline of possible negative and positive consequences in the workplace, and the discussion on organizational policies and employer/employee responsibilities in dealing with the issue. The objective was achieved of providing a multilateral and complete view of the topic, and directions to address it by examining research findings from a

multitude of experts representing a variety of sectors (Scholars, CEOs, Employees, and HR Specialists). Workplace romance is a reality that is here to stay. Nevertheless, an alarming majority of organizations do not have formal policies to address workplace romance and to control its negative effects, which impact the organization and its employees. It can be useful for both management researchers and current managers and policy makers, who can become more aware of the effects of the phenomenon and the necessity of crafting appropriate policies to address it.

Keywords - Workplace romance, employee behavior, corporate favoritism, sexual harassment, morale and work climate, human resources, and terminations.

4. I AM MORE ETHICAL THAN YOU ARE! AN EXPLORATION OF THE INCIDENCE AND NORMATIVE ANTECEDENTS OF ETHICAL SELF-ENHANCEMENT

Michael K. McCuddy, Valparaiso University, Valparaiso, Indiana, USA

ABSTRACT

Ethical self-enhancement – a person’s perception that he or she is more ethical than comparable others – is a well-established social psychological phenomenon. Less well-established are the antecedents and consequences of ethical self-enhancement. Focusing on ethical behavior in academe, this paper both replicates the existence of ethical self-enhancement and extends understanding of the antecedents of ethical self-enhancement. Compelling evidence is presented from a sample of 388 undergraduate students indicating, across 15 different ethical scenarios, that they perceive themselves to be more ethical than most other students. The results also show that this perceptual self-enhancement is stronger when the ethical norms appear to endorse unethical decisions and actions. Implications and limitations of the findings, as well as directions for future research, are discussed.

Keywords: Self-Enhancement, Moral Superiority, Academic Dishonesty, Cheating, Social Norms

5. TRADITIONAL MEDICINE: CHINA’S COMPETITIVE ADVANTAGE

Clara Downey, The University of Texas-Pan American, Brownsville, USA
Jane LeMaster, The University of Texas-Pan American, Brownsville, USA

ABSTRACT

Traditional knowledge is evolving information derived from a community, its experience, and its culture. Indigenous health systems utilize traditional medicine that is regarded as traditional knowledge. The demand for and commercial market value of traditional medicine continues to increase with both developed and developing countries seeking it as an alternative to pharmaceuticals. China has formally announced its intention to establish, develop, and capitalize on a traditional medicine industry and these industrial clusters are providing a resource-based advantage. Patent registrations are used to support the thesis of China’s competitive advantage.

Keywords: China, Competitive Advantage, Resource-based Theory, Industry Clusters, Traditional Knowledge, Traditional Medicine.

6. INTERNET TECHNOLOGY AND CHALLENGES OF VIRTUAL COMMUNITIES

Tom Wamalwa, Spoon River College, Illinois, USA

ABSTRACT

The Internet technology has changed the way people communicate and interact with each other. This exploratory article investigated Internet technology and the challenges of virtual communities. The study compared and contrasted pure virtual communities and communities of commerce. The study was done using the virtual community websites from December 1 to December 9, 2006. There were over one million online communities based on a Google.com search. Only a few virtual communities were examined using a convenient sampling method. Craigslist.org community is an example of a social member supported virtual community. The European Union (EU) KnowledgeBoard (KB) and the Academy of Management (AOM) Communities are institutional member sponsored. The KB and AOM Communities are free to members. The Fast Company's "Company of Friends Community" and Amazon.com represent communities of commerce.

Keywords: Communities of Commerce, Internet Technology, Interactive Technology, Management of Virtual Communities, Virtual Communities.

7. JOB SATISFACTION OF THE CHINESE AND JAVANESE MANAGERS IN INDONESIA: THE ROLE OF ETHNIC CULTURE

Lokman Mia, Griffith University, Brisbane, Queensland, AUSTRALIA
Ianita Winata, Griffith University, Gold Coast, Queensland, AUSTRALIA

ABSTRACT

Considerable research attention has been devoted to study how culture influences control systems' impact on employee behavior in organizations. Many of these studies focus on national culture. But, national culture may not fully capture the cultural impacts on important organizational aspects such as control systems and employee behavior, because not all nations or national cultures are homogenous. Many national cultures comprise diverse or ethnic cultures. Therefore, it is important to understand the impact (if any) of an ethnic culture on control systems and employee behavior. Prior studies overlooked this issue. This study, conducted in a field setting in Indonesia, investigated the impact of ethnic (Chinese and Javanese) cultures on managers' behavior. A total of 104 department managers participated in the study. The results revealed that managers' ethnic cultural difference was reflected in their group difference with respect to personality type, level of participation in budgeting, and job satisfaction.

Keywords: Control system, Participation, Ethnic culture, Job Satisfaction

8. SUSTAINABILITY OF AN INTERNATIONAL BUSINESS PROGRAM: A VIETNAM EXPERIENCE

Denis G. Vinen, Swinburne University of Technology, Melbourne, Victoria, AUSTRALIA
Christopher Selvarajah, Swinburne University of Technology, Melbourne, Victoria, AUSTRALIA

ABSTRACT

Australian universities have become increasingly involved in the internationalisation of their education programs as they seek to gain a competitive advantage in international markets. Offshore or transnational programs - those taught in countries outside Australia by Australian universities, usually with an 'offshore' partner - are an important area of international activity in which most Australian universities are currently engaged. However a major problem faced with these programs is how to ensure their sustainability and

maintain the quality and effectiveness of the education service that is being provided. The aim of this study was to investigate the factors that contribute to the sustainability of an international business program in Vietnam. The business program analysed was the Master of International Accounting (MIntA) program jointly delivered in Vietnam by a partnership of the Australian based Swinburne University of Technology (SUT) and the Vietnamese based National Economics University (NEU). The research conducted was in the form of a qualitative case study using systems theory (and its subset, stakeholder theory) as the theoretical framework. Stakeholder experiences were evaluated which enabled the researcher to determine whether these experiences were critical success factors linked to sustainability of the offshore business education program. The findings indicated there were five critical success factors common to all stakeholder groups which contributed to the sustainability of the international accounting program. These factors were: reputation of the Australian university; professional accreditation of the program; effective partnership between the providing universities; flexibility in program delivery, and; the opportunity to study in Australia.

Keywords: *Offshore Business Education; Internationalisation; Entrepreneurship; Strategic Approach*

9. THE STUDY OF IMPLEMENTATION OF ERP IN THE MACHINERY INDUSTRY: A CASE STUDY OF COMPANY X

Ben-Jeng Wang, Tunghai University, Taichung, TAIWAN
Yung-Chieh Chien, National Sun Yat-sen University, Kaohsiung, TAIWAN
Yen-Hung Chen, Tunghai University, Taichung, TAIWAN
Sheng-Wen Chou, Tunghai University, Taichung, TAIWAN

ABSTRACT

Rapid technological advances have caused fierce price competition, diminishing product life cycle, rapid changes in market requirements, and increased complication in international management and operation. To compete in such an environment, companies sometimes choose to expand both their organizational levels and sizes, which in turn require closer and tighter integration and control of their resources. To do that, many companies spend a great deal of resources, both money and people, to implement ERP systems, in the hope that the above difficulties can be overcome and competitiveness enhanced. However, for a successful implementation of ERP systems, current work flow must be redesigned and relevant information system integrated to cut down response time to customers' demands. Therefore, how to be a more competitive E-enterprise is a task all businesses are facing today.

The purpose of this research is to study if the company in this case, were aware of the characteristics of the machinery industry and followed the key successful factors, before and during the implementation of ERP. The company studied was one of the pioneer firms in the industry to adopt ERP system. Its ERP system is also relatively complete. Unfortunately, the research found that its coordinating vendors' systems were not computerized adequately, and require further attention and improvements.

Keywords: *ERP, machine tool industry, performance evaluation*

10. PROFILING ONLINE GAMBLERS: AN EXPLORATORY STUDY

Geoffrey Lee, University of Western Sydney, AUSTRALIA
Glenn Pearce, University of Western Sydney, AUSTRALIA

ABSTRACT

Gambling is an act whereby people assess the likelihood of return versus risk. Although gambling has positive attributes, it represents a problem for many people because of its addictive nature, which can lead to negative social and financial consequences. Online gaming, a relatively recent phenomenon,

represents a new alternative to traditional gaming methods such as slot machines, table games, card games and sports betting. This exploratory study reports on a sample of 58 online gamblers investigated using purposive sampling techniques to explore and compare the attitudes and behaviors of Generation X and Generation Y. Results of the study indicate that there is a significant positive correlation between 'internet use and internet gambling spending' and 'total gambling spending and internet gambling spending'. Furthermore, two significant differences between the generations were identified. First, Generation X spends more time on the internet and second, Generation X spends more money on internet gambling despite both generations exhibiting similar patterns of total spending of gambling. Further investigation revealed that Generation X has significantly higher income and education levels, which may in part logically explain this phenomenon. Implications from this research are discussed.

Keywords: *Internet gambling; online, gaming research, gaming behavior*

11. RESOURCE DEPENDENCE, INSTITUTIONAL THEORY, AND STARTUP LOCATIONS

Carter Lloyds, LHC, Irvine, California, USA

Yongliang "Stanley" Han, California State University, Sacramento, California, USA

ABSTRACT

One of the fundamental questions in entrepreneurship research is: what conditions favor the founding of new firms? This study examines the determinants of the location of firm founding. We argue that resource dependence and institutional theory can serve to explain the founding locations of new firms in new industries. We claim that such firms will tend to locate in areas with abundant relevant resources and where institutional pressures are moderated.

Keywords: *Startup, Location, Resource Dependence, Institutional Theory*

12. POPULATION ECOLOGY, STRATEGIC CHOICE, AND COMPETITION

Yongliang "Stanley" Han, California State University, Sacramento, California, USA

ABSTRACT

This paper compares and contrasts population ecology and strategic choice theories in their prediction of how organizations move in the face of competition. The role of relative inertia vs. relative flexibility in organizational response to change is discussed. This paper also discusses density dependence vs. industrial structure as the explanation for the striking similarity of the growth trajectories of very different organizational populations.

Keywords: *Competition, Population Ecology, Strategic Choice*

13. ROMANIAN RURAL TOURISM DEVELOPMENT A CASE STUDY: RURAL TOURISM IN MARAMURES

Adina L. Negrusa, Faculty of Business, Babes-Bolyai University, Cluj-Napoca, ROMANIA
Smaranda A. Cosma, Faculty of Business, Babes-Bolyai University, Cluj-Napoca, ROMANIA
Marius Bota, Faculty of Business, Babes-Bolyai University, Cluj-Napoca, ROMANIA

ABSTRACT

Many countries considered tourism as a real and sustainable support for their economic development. The tourism was considered a really chance for Romania. Despite this, the travel and tourism economy contribution to Romanian GDP varied around 2 per cent in the last 10 years. Due to an underdeveloped and neglected road infrastructure, to the lack of financing resources and to the lack of interest of local and central authorities for tourism development, regions fitted for ecotourism and rural tourism – like Maramures – failed to attract tourist, neither foreign, nor Romanian. The situation improved slowly since 1996, after the decision of European Community to finance the rural development (including rural tourism) in Romania through Phare programs and – by the end of 1990s – through SAPARD programs. Our research is focused on identifying the potential of development of these branches of tourism into international market and the motivation for practicing. The present paper analyzes the rural tourism potential in Romania and Maramures region, its evolution since 1990 and the prospective strategy needed to a better promotion of this region on the European tourist market.

Keywords: Rural tourism, Strategy of development, SWOT analysis, International market

14. CROSS-SUBSIDIZATION IN PROFESSIONAL SPORTS: A SOCIALISTIC OMEN FOR NEEDED CHANGE

Michael K. McCuddy, Valparaiso University, Valparaiso, Indiana, USA
Michael L. Meyer, Valparaiso University, Valparaiso, Indiana, USA

ABSTRACT

A major business challenge of professional sports in the United States is fostering competitive balance among teams in a league and promoting the overall health of the team franchises and the league itself. Effectively meeting this challenge is complicated by the basic economic structure of American professional sports – namely, being more of a market socialism system than a capitalistic system. Using the market socialism paradigm as an analytical prism, this paper examines revenue sharing – a prominent form of cross-subsidization – as a means of encouraging competitive balance and league and franchise health. Unfortunately, broadcast rights, gate receipts, and the luxury tax – which are three common subtypes of revenue sharing – have not produced the intended competitive balance and league and franchise health. Two solutions are offered for addressing the failures of revenue sharing.

Keywords: Professional Sports, Sports Economics, Economic Systems, Capitalism, Market Socialism, Cross-Subsidization, Revenue Sharing

15. THE DETERMINANTS OF TRAINING EFFECTIVENESS IN MALAYSIAN ORGANIZATIONS

Ai-Yee Ooi, Universiti Malaysia Sabah, Labuan F.T., MALAYSIA
Syin-Hau Lee, Citigroup Trade Services Malaysia, Penang, MALAYSIA
Bryan Ching-Wing Lo, Universiti Malaysia Sabah, Labuan F.T., MALAYSIA

ABSTRACT

This paper examines the importance, relevance, and implications of training in organizations today, and attempts to identify the significant determinants of training effectiveness. By constructing a hypothetical research model to investigate the effect of 4 moderating variables on the training participants (independent variable) towards training effectiveness (dependent variable), a survey questionnaire was distributed to employees in various organizations who have attended training programs. Data from a sample size of 200 was obtained and subjected to reliability tests using Cronbach's Alpha, and the 8 hypotheses drawn up from the research model were subjected to Two-way ANOVA tests of significance. Out of the 8 hypotheses, only 2 moderating variables: instructor competence and training type (in-house vs. external consultant) were found to be significant factors contributing to training effectiveness. Though not an exhaustive conclusion, this finding holds extensive implications for training in organizations and would pave the way for further research.

Keywords: training effectiveness, trainer's competence, training methods, working experience, education level.

16. SELECTION CRITERIA FOR ENTRY-LEVEL ACCOUNTANTS: THE ROLE OF GENDER

Nabil A. Ibrahim, Augusta State University, Augusta, Georgia, USA
Lisa H. Lane, Augusta State University, Augusta, Georgia, USA
Faramarz Parsa, State University of West Georgia, Carrollton, Georgia, USA

ABSTRACT

This paper examines students' perceptions of the relative importance of business ethics as a selection criterion for entry-level public accounting positions. Also, it seeks to determine whether gender differences do exist with respect to the students' perceptions. The data were collected through a survey of 378 business students in their final year of study enrolled in four AACSB-accredited universities. The results show that, among the five selection factors that were studied, technical competence in accounting was the most influential while conceptual aptitude was the least important. Ethics ranked fourth. The female students' scores for ethics as well as communication and interpersonal skills were significantly higher than the males'. Implications for accounting educators and practitioners are discussed.

Keywords: Selection, Accounting, Ethics, Communication, Interpersonal Skills, Professionalism, Strategic Thinking, Conceptual Aptitude.

17. ONLINE PURCHASE TRENDS – INDIAN SCENARIO

Srikanth Villivalam, Institute of Public Enterprise, Hyderabad, INDIA
Uma Sailaja Potturi, Institute of Public Enterprise, Hyderabad, INDIA

ABSTRACT

This paper gives an overview of ecommerce and internet marketing, discusses the global and Indian online trends, and identifies the various reasons behind the online purchases and the impact of select reasons on genders, specific to Indian online shoppers.

**18. COMMUTER AND RESIDENTIAL STUDENTS:
DIFFERING EXPECTATIONS FOR COLLEGE SELECTION AND STUDENT LIFE**

Qi Jiang, Youngstown State University, Youngstown, Ohio, USA
Cynthia E. Anderson, Youngstown State University, Youngstown, Ohio, USA
Jane S. Reid, Youngstown State University, Youngstown, Ohio, USA
Mark F. Toncar, Youngstown State University, Youngstown, Ohio, USA

ABSTRACT

The purpose of this research was to investigate whether or not there are meaningful differences in the perceptions and evaluations of residential versus commuter students. Our results suggest that residential and commuter students do, in fact, have substantially different criteria for choosing a college or university, and these different criteria appear to lead to different levels of satisfaction with their college or university experience. The residential students in the sample rated the availability of academic programs the highest among the reasons for selecting a college or university while they rated NCAA athletics the lowest. The commuter students rated getting a good job after graduation the highest among the reasons for selecting a college or university and also rated NCAA athletics the lowest. The residential students were concerned about academics but also wanted the complete package of college life with leadership opportunities and NCAA athletics while the commuter students were more pragmatic and concerned with getting a good value for their tuition and getting a good job upon graduation. The availability of the "desired" academic program is of utmost importance in the college selection process for both the commuter and residential students, and for both types of students the outcome of the academic program, successful employment, is also an important attribute. The residential students had a higher percentage for academics, financial aid, scholarships, and NCAA athletics as reasons why they chose their current institutions—with more focus on not only the curricular but also the financial and social aspects of college. The commuter students had a higher percentage for reasonable tuition and being close to home—both financial considerations. It seems clear that residential students in this study receive a richer, more satisfying college experience than their commuter counterparts. Both commuter and residential students reported levels of satisfaction significantly below their importance ratings on each of the ten college characteristics. On balance, this suggests that neither group is satisfied with their college experience.

19. DOES TRUST MATTER?: PERCEPTIONS, TRUST AND JOB SATISFACTION OF HOSPITAL NURSES

Rick Tallman, University of Northern British Columbia, Prince George, British Columbia, CANADA

ABSTRACT

Attraction and retention of nurses is critical to the effective functioning of hospitals. This paper presents quantitative and qualitative data on issues related to hospital nurses' trust in management and supervisors and its relationship to job satisfaction. Most nurses' stories of trust reflected aspects of managements' and supervisors' ability, benevolence or integrity. Exemplars are presented. Treatment by management, fairness of policies and safety of the workplace were related to nurses' trust in management. Treatment by supervisors and fairness of policies were related to trust in supervisors. Trust in both management and supervision was related to nurses' job satisfaction.

Keywords: *Trust, Job Satisfaction, Nurse, Hospital Management*

20. THE EVALUATION OF HUMAN CAPITAL IN POST-COMMUNIST ROMANIA

Magdalena Vorzsak, Babes-Bolyai University, Cluj-Napoca, ROMANIA

Carmen Maria Gut, Babes-Bolyai University, Cluj-Napoca, ROMANIA

ABSTRACT

Through the competencies, experience and capabilities that it possesses, human capital represents one of the most important, if not the most important, resources of a country. The authors submit for analysis several essential aspects, which determine the quality of human capital: the level of education and professional training; the level of health and safety at work; the volume and structure of the population's consumption; the labour force mobility; they point out the positive achievements, but also dwell on the problems need to be solved.

Keywords: *human capital, education, professional training, poverty.*

21. PROMOTING INTERNATIONAL UNIFORMITY IN FRANCHISOR DISCLOSURE LAWS

Frank Zumbo, University of New South Wales, Sydney, AUSTRALIA

ABSTRACT

In view of the growing acceptance of the value of franchisors providing adequate pre-contractual disclosure to prospective franchisee, it is appropriate to explore the merits of facilitating uniform franchisor disclosure across international franchise systems. Indeed, as franchising expands internationally, the question inevitably arises as to whether there is some mechanism readily available to promote international uniformity in franchisor disclosure laws. In this regard, the paper will consider the work undertaken in the area by UNIDROIT – the International Institute for the Unification of Private Law.

Keywords: *Uniformity of Business Laws, International Franchising, Franchisor Disclosure Laws,*
