

ABSTRACTS**1. NETWORK RELATIONSHIPS, ORGANIZATIONAL LEARNING AND GOAL ATTAINMENT IN AN INTERNATIONAL JOINT VENTURE**

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ABSTRACT

This study examines the relationships between network relationships, organisational learning, and goal attainment of international joint ventures from a dynamic perspective. This is accomplished with an in-depth of case study on a China-New Zealand joint venture in China. The exploratory and narrative research aims to aid theory building in the area of assessment and determination for IJV performance, taking the distinct governance structures and evolutionary dynamics of IJVs as determinants of performance. Some interesting findings about JV partnership and the JV evolutionary process have been observed. Organisational learning, both regarding the organisational characteristics of the JV network players and regarding cooperation process between partners, played a significant role in determining evolutionary path. The distribution of outcomes generated from JV operation between the partners would meet partners' goals to different extents, yielding satisfaction or dissatisfaction of partners with their goal attainment. Perceived goal attainment by the partners is also a crucial determinant of IJV performance. Based on the information from the two aspects of organisational learning and partner goal attainment, partners will assess the conditions of the JV arrangement and partnership. This ongoing process of assessment drives the partnership and JV arrangement towards the directions of success or failure, depending on the positive or negative effects from each round of assessment.

Keywords: *International joint venture, performance, network relationships, organisational learning, goal attainment, China*

2. CHALLENGES TO THE ASSESSMENT OF BENEFICIAL EFFECTS GENERATED BY FREE ZONE: LESSONS FROM CROATIA

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ABSTRACT

Experiences of former transition countries indicate that a free zone represents an important policy instrument for the attraction of foreign direct investment, especially the greenfield ones. Furthermore, experiences of developed countries indicate a free zone can act as a policy instrument for promoting regional development and development of a country as a whole. However, all zones around the world are not equally efficient and effective.

This paper looks at some of the recent zone development in Croatia. It has two main goals: first, to address some of the challenges to the assessment of the beneficial effects generated by free zones; second, to explore the factors underlying the success of a zone. Efficiency and effectiveness of a free zone is derived from its own specific characteristics and chosen model of behavior, as well as from the characteristics of the local and macro framework conditions in which it is established. Accumulated experiences and business results of Croatian free zones have pointed out the crucial importance of behavior model and quality of the local framework conditions.

Keywords: *free zone, costs, benefits, success factors*

3. THE INFLUENCE OF LANGUAGE BACKGROUND AND GENDER ON STUDENTS' ACADEMIC OUTCOMES: AN AUSTRALIAN TERTIARY STUDY

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ABSTRACT

Academic outcomes for a cohort of Australian first year business students were examined for language background and gender effects using two way ANOVA. Six language backgrounds and four assessment types were considered. Significant language background effects were found for a group presentation and both multiple choice and open-ended exam components. Language background was not found to be significant for academic outcomes in a group project assessment. Gender was not found to be a significant factor in this analysis.

Keywords: Management Education, Business, Higher Education, Assessment, L2, NESB, Gender

4. BUSINESS EDUCATION: ENHANCING LEARNING THROUGH SIMULATIONS FROM AN AUSTRALIAN PERSPECTIVE

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ABSTRACT

The adoption of simulations in business education has become widely adopted throughout the western world in both academia and organisations. This research seeks to address some of these gaps in current literature by testing a framework that includes the features of a simulation as well as the group processes. This paper builds on the research by showing that the "atmosphere" in simulation groups will affect the individual learning as well as the performance of the group. Secondly, we examine the simulation in light of its realism, ease of use, and its affect on learning and performance in both individual and group levels. In addition we consider a set of additional explanatory variables that may be significant in the success of simulations for learning. The simulation exercise that was used for the research focussed on the management of a business. The Marketing Game (Mason and Perreault, 2002) was applied to 44 teams of 220 second year undergraduate students enrolled in the Bachelor of Commerce Marketing and Bachelor of Business Administration courses at a suburban university in eastern Australia. All students were marketing majors. Students were required to make weekly decisions over one semester (13 week time frame). Decisions to be made were mainly marketing and operations based. These decisions had budgetary constraints applied. Firms operated in a competitive environment with four firms in an industry. Two lecturers taught all participating students in a team teaching approach. Each team was made up of at least 4 students with no more than 6 persons in a group. The respondent rate was n=159 (72%) for the voluntary questionnaire. This study presents an empirical test of some key factors that determine the effectiveness of computer simulations as a pedagogical tool in an Australian context. We proposed and tested a framework of some of the antecedents of effective simulations. These antecedents have then been linked to both performance within the simulation and the learning associated. We found a significant effect of ease of use of the simulation and realism as important to the success of a simulation. The greater the realism, the more the individual learned. There is no significant evidence from these findings to support that learning and performance is improved at the group level. Unlike previous studies, the issues of conflict about the task and emotional conflict made no significant differences. When explanatory variables were examined, it identified that international students learn less, with poorer group performance, experience more task and emotional conflict than did local students. In addition, the age of the students, and their experience with simulations did have a significant effect on the learning, beyond

the ease of use and realism in the simulation. Therefore, further research is required to establish the demographics of students for which this learning tool will be most effective.

Keywords: *business education, marketing education, simulations, learning*

5. THE USE OF EMPLOYERS' EVALUATION OF THE INTERNSHIP EXPERIENCE AS A MEASURE OF COMPETENCY AND INSTITUTIONAL QUALITY CONTROL: THE TEST-DRIVE METHODOLOGY

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ABSTRACT

During recent years many schools have embraced the Council for Higher Education Accreditation's (CHEA) goal of curriculum alignment. Attention has been drawn to curricula learning outcomes, measurement constructs, and creative assessment. Both the Association to Advance Collegiate Schools of Business (AACSB) and the International Assembly for Collegiate Business Education (IACBE) has supported this new thrust as criteria for business school accreditation. While the new emphasis has caused a rethinking of the classroom course specification, the purpose of this research is to suggest a school-wide methodology for the assessment of learning objectives. The authors have implemented an innovative approach to measure these objectives using employer evaluations of the internship / cooperative "on the job" performance of students. The attributes evaluated by employers are linked to curriculum. Hence, the aggregated results by attributes indicate the success or failure of the institution to provide relevant business skills and competencies. The "test drive" quality control approach is an adaptation of the Quality Function Deployment (QFD) model and a powerful unbiased externally based assessment mechanism that can indicate the educational delivery system's success and or where emphasis can be added to further align curriculum with student career objectives. The approach satisfies accreditation standards and the School's corporate partner requirements. The "test drive" model is used to evaluate individual student performance data and can be aggregated to assess the school-wide accomplishment of education goals. To illustrate the model, a sample of 76 student interns employed during the 2003 and 2004 academic years is assessed against 11 performance attributes deemed important for professional success. The individual results indicate that most students performed at a high level on internships and the aggregated data indicated that all attributes were scored greater than 80 percent. The data also indicates that the school has done an outstanding job in the development of technical skills, planning and organization, teamwork, creativity and oral communication. Additional emphasis has been made in the areas of written communications, and critical thinking. The "test drive" model is presented as an approach that can be employed by universities to assess the achievement of school-wide learning objectives consistent with student career aspirations and corporate or firm competencies.

Keywords: *Internships; Cooperative Experiences; quality control methodology; Quality Function Deployment*

6. EFFICIENCY OF THE ORGANIZATIONAL ARCHITECTURE OF NONPROFIT ORGANIZATIONS. AN APPLICATION FOR SPANISH NGDO'S

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ABSTRACT

Agency theory postulates that an organization requires a balanced organizational architecture in order to develop its activities and achieve its objectives efficiently. Nonprofit organizations are subject to these same requirements in their internal organization although the evaluation of their efficiency is a highly complex task. The present paper has a two-fold aim: (1) to show that efficiency evaluation by means of Data Envelopment Analysis (DEA) is a suitable method for measuring the efficiency of nonprofit organizations and (2) to evaluate the relationship between the equilibrium of the organizational architecture and the efficiency. With these aims in mind, a sample of nonprofit organizations committed to international co-operation development has been used and they have been analyzed using data obtained from personal interviews during the year 2003. As the theory predicts, the results show that the non-governmental development organizations in which there exists a balance between delegation levels, incentive systems and performance evaluation measurements are the most efficient.

Keywords: *organizational architecture, efficiency, nonprofit organizations, NGDO*

7. THE ACCOUNTING MEASUREMENT BASES IN BOTH ISLAMIC AND CONVENTIONAL THOUGHT

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ABSTRACT

In the 1970s, the Islamic banking movement re-emerged with the establishment of the Islamic Development Bank (IDB) in 1974 by the Organisation of Islamic Countries (OIC), which has been considered as the kick-start for the movement's second phase. At present, there are more than 250 Islamic financial institutions operating in more than 40 countries worldwide. These institutions not only operate in Muslim countries, but have also gained footing in non-Muslim countries. For example, there are 20 Islamic financial institutions in the USA and 50 institutions in Europe adopting the Islamic financial trend; 30 of the latter are operating in the UK. Islamic financial institutions have taken the form of commercial banks, investment banks, investment and finance companies, insurance companies, and financial service companies. The main aim of this paper is to illustrate the bases of accounting measurement in Islamic thought. This would help study and investigate the bases of accounting measurement related, specifically, to the Islamic financial instruments, such as Murabahah, Ijara, Musharakah ...etc. The assumptions and the principles related to the accounting measurement in the Islamic literature with what exists in the conventional literature are compared. This is, (i), to clarify how the Islamic accounting thought was pioneer and comprehensive in achieving not only its accounting objectives but also its economic and social objectives by constructing and adjusting some social systems such as: Zakah, Kharaj and Jizyah and, (ii) to contribute to the efforts made for the standardisation of the accounting bases used by Islamic banks.

Keywords: *Islamic banking, conventional banks, accounting measurement bases*

8. THE ETHICS OF INTERNATIONAL TRADE: AN EXAMINATION OF THE AUSTRALIAN WHEAT BOARD SCANDAL

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ABSTRACT

The Australian Wheat Board (AWB) is a single-desk supplier of wheat to international markets. It is currently embroiled in a legal inquiry and faces prosecution for breaches of the ethical edicts of a principle stakeholder, the United Nations. Examination of this case raises issues of how employees of an organisation should rationalise their personal morality with company objectives, conflicting stakeholder ethics and the needs of a market that is starving. Added to this complexity are political, economic and cultural issues and whether being guilty of any misdemeanours is simply a matter of whether or not you are caught. In this paper the ethics of making supplementary payments to gain access to foreign markets is examined in the context of deontological and teleological theories of ethical behaviour, as espoused by Kant, Bentham and Mill (cited in Murphy & Laczniak, 2006).

Keywords: *Ethics, International Trade, Bribery, Kickbacks, Wheat, AWB*

9. SUPERIOR MARKET RESPONSIVENESS IN EMERGING BUSINESS ENVIRONMENT: FACTORS FOR ENHANCING CAPABILITIES

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ABSTRACT

For growth and long term sustainable performance, corporate enterprises have been facing a number of challenges. These challenges are not new as customer needs and expectations continually change over time. However in recent times, increasing market turbulence and intense competition has made the task of marketers more difficult. Simultaneously, the rapid advancements in the field of information and communication technologies have provided an opportunity for marketers to make marketing more customers focused. Delivering superior value to the customers coupled with a focus on long-term customer relationship has become the latest mantra. For this purpose, firms must enhance their market responsiveness capabilities. This paper identified five factors through factor analysis namely, real-time information flow, logistical services, distribution optimization, leveraging IT, and customer centric marketing for enhancing market responsiveness capabilities of firms. It also revealed that present state of market responsiveness capabilities of responding firms is reactive in nature not proactive.

Keywords: *Emerging environment, Market responsiveness capabilities, Real time information flow, logistical services, Distribution optimization, Leveraging IT, Customer centric marketing*

10. THE IMPACT OF INSTITUTIONAL ENVIRONMENT ON VENTURE CAPITAL INVESTMENT DECISIONS: EVIDENCE FROM CHINA

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ABSTRACT

Using a data set of 266 venture capital investments in China from 1991 to 2001, this paper presents the history of VC investments in China for the first time in academic research. It shows that the Chinese government has played a critically important role in shaping VC investments in China.

Keywords: *Institutional Environment, Venture Capital, China*

11. SYSTEMS APPROACHES TO UNDERSTANDING THE PLIGHT OF TELECOMMUNICATIONS REGULATORS

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ABSTRACT

This paper complements other work that explores the harnessing of systems methodologies in addressing problematic situations. Exploring the case of telecommunications sector regulation in New Zealand, the paper provides a constructive illustration of the mutually informing use of systems representational tools as a means of building understanding of the dilemmas faced by regulators, and as a means of providing an appropriate platform for decision makers. The paper highlights the importance of regulators distinguishing between the short-term 'local' outcomes that arise from their actions, and the systems behaviour that may be described as the unpredictable or unanticipated 'emergent' properties of the system that evolve over time.

Keywords: *Multi-methodology, Systems Thinking, Theory of Constraints, Causal Loop Diagrams, Systems Archetypes, Telecommunications, Regulation, Unbundling*

12. BUSINESS PROCESS OUTSOURCING (BPO) IN INDIA: SUCCESS AND CHALLENGES

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ABSTRACT

Business Process Outsourcing is presently a strategic choice and a viable option for achieving cost-effectiveness. With an average annual GDP growth rate of around 7 percent, India is one of the world's most promising and fastest growing economy with long-term market potential. India has also emerged as one of the leading BPO destination of the world. According to NASSCOM, the ITES-BPO segment is expected to grow by 44.4 percent during 2004-05. In the BPO segment, India has maintained its lead as the best outsourcing destination for the U.S. and European companies. The NIC-2020 Project report foresees China and India as new major global players who are likely to transform the geopolitical landscape. Despite impressive gains, certain grey areas such as infrastructure, transportation, financial services and the legal and regulatory environment need to be addressed. Other emerging issues of

concern are the rapid social and cultural transformation of the Indian society due to influence of western culture and values. Reflections on these issues are vital for future stability and sustainability of the Indian BPO industry.

Keywords: Business Process Outsourcing, Comparative Cost Advantage, Vertical and Horizontal Integration, Scalability, Hindu Growth Rate

13. ANTECEDENTS OF OFF-LINE AND ON-LINE BUYING: A STUDY OF INDIAN CUSTOMERS

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ABSTRACT

In this study an attempt is made to understand the factors that influence the Indian customers with respect to their buying choice that is through online and / or off line option. 200 actual customers who have bought products and / or services through online mode have provided their opinion on why they have switched from offline to online or vis-à-vis. The opinions expressed then were analyzed through factor analysis to arrive at the antecedents of offline and online Indian Customers.

It is evident from that the Indian customers are willing to buy the products and / or services through on-line means. As the on-line purchase options provide benefits like product choice, customization, ease of operations, convenience of selection, etc empower the Indian customers to accept the on-line option. However, the customers are still not convenient about safety aspect and various payment options for the delivery of products purchased through online mode.

Online business firms need to understand these specific characteristics of Indian customers and suitably device their e-marketing strategies. The online business firms need to educate the customers about the safety aspect with respect to payment and delivery of their products and / or services.

Keywords: antecedents, offline / online buying, Indian customers

14. THE IMPORTANCE OF RESEARCH AND DEVELOPMENT IN AN ORGANIZATION: A QUALITATIVE ANALYSIS

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ABSTRACT

The investment in research and development activities is significant for the organisations to sustain and grow. Herzberg two factor theory has been found to be more applicable at workplaces. It says that satisfiers alone are inadequate to motivate the employees but the motivators do.

Public sector organisations in India were found to be efficient till the mid 1990s. The mortality rate of these organisations has been on the rise. The authors use the feedback loop analysis to highlight the major reasons for the downfall of these organisations. In essence, it is concluded that research and development is a necessary factor for sustenance and growth of any organisation.

Keywords: Public sector organisations, research and development, feedback loop analysis, Herzberg theory

15. EXTENDING BRAND EQUITY ONLINE: A PRELIMINARY STUDY

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ABSTRACT

Brand equity and brand extension strategies have received quantity and quality discussions and acceptances in both academicians and practitioners. Along with the fast development of online business recently, plenty literature have also switched foci to the issues of branding online (E - branding). By reviewing current literature, the authors attempt to explore the possible effects of brand extension strategies. In the sense of consumer-centered marketing, this paper uses SERVQUAL and proposes that extension-based E-branding that grounded on quality brand equity is superior to creation-based E-branding in obtaining customer satisfaction and possible customer loyalty efficiently and effectively. Several propositions follow. Product line extension branding is not favorable for online branding because the web-based services and brandings are new product categories that greatly exceeded customers' experience. We further discuss the possible moderating effects of each SERVQUAL dimension on the relationship between types of E-branding strategies and customer satisfaction, and suggest that conducting additional empirical tests in different contexts for these effects may be context specific.

Keywords: Brand extension; SERVQUAL; e-Business; Brand equity

16. POSITIVE STUDY ON CHINA INDUSTRIALIZATION STAGE EFFECT ON EXPORT COMMODITY STRUCTURE

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ABSTRACT

Export has been regarded as one of the three carriages that facilitate economic increase. Our heavy industrialization early stage and improper industrial structure lead to inappropriate export commodity structure. Lower competitive power has restrained bottleneck which confines to further enlarge export scale. To China, the key to develop export is to upgrade export commodity structure. Through calculating and analyzing large amount of data, the author concludes that our heavy industrialization early stage and lower processing extent is the reason that our export commodity structure is not suitable. Combined with the general standard of our economic development, the author suggests that China should determine strategic structure and upgrade industrial structure to accelerate our industrialization to further development. This will turn comparative advantage into competitive advantage. It adopts strategic adjustment and suitable adjustment gilding principle and employs corresponding policies to make foreign trade constantly increased.

Keywords: RCA Heavy Industrialization Stage; Competitive Advantage; Upgrade Export Commodity Structure

17. EFFECTS OF PRIVACY POLICIES IN INTERNATIONAL PHARMACEUTICAL ECOMMERCE

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ABSTRACT

The purpose of this study is to advance our understanding of privacy on International Ecommerce and its impact on Consumer Pharmaceutical sales. A research methodology was developed for analyzing privacy policies, specifically focusing on issues emerging from Canadian online pharmacies. However, our methodology can be expanded to encompass an analysis of other online industries. Our studies utilized a survey methodology which yields significant data that provides a foundation for understanding the effective use of privacy policies and its impact on consumer online sales.

Keywords: *international ecommerce, global management, online privacy, applied management*

18. INVESTIGATING THE INTERACTIONS OF MULTIPLE INTELLIGENCES WITH LEADERSHIP IN RELATION TO INNOVATION: AN INTERNATIONAL STUDY

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ABSTRACT

Using data from 281 organizations in Bulgaria, Greece, and Turkey, this study has tested and supported three hypotheses with regard to the moderating role of emotional, social, and cultural intelligences for the effects of executive leadership on innovation.

Keywords: *Executive Leadership, Multiple Intelligences, Innovation*

19. DASHED HOPES OR UNREAL EXPECTATIONS - THE FREEDOM OF INFORMATION CHALLENGE TO MANAGING REFEREES' REPORTS IN AUSTRALIAN UNIVERSITIES

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ABSTRACT

The introduction of Freedom of Information legislation in Australia from the 1980s has created a point of tension between universities that wish to maintain the importance of confidentiality in recruitment and appointment processes and disappointed candidates anxious to uncover the mystery of their failure to secure the desired job or promotion. This paper draws upon the author's experience as a senior academic administrator in the context of the challenge posed by FOI legislation.

Keywords: *Freedom of information; University Management; Tenure Review Processes*

20. IMPLICATIONS OF LIQUIDITY MANAGEMENT DOWN-UNDER: THE CENTRAL BANK AS A PAWNBROKER

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ABSTRACT

Unlike a Post Keynesian style of central bank, where liquidity is dispensed through a lending window and open market operations, Australia's central bank brokers liquidity – analogous to a pawnbroker. The interbank settlement system, known as the Real Time Gross Settlement System (RTGS), dispenses settlement funds (liquidity) on demand, but where securities are sacrificed (permanently or temporarily) to the Reserve Bank of Australia (RBA). This brokering approach has important implications to the money supply process and monetary policy.

Endogeneity of the money supply is not unique to the Australian scene, but the Australian style of endogeneity may well be. Following a prolonged period of financial deregulation, monetary policy in Australia no longer relies on exogenous control of the money supply, however measured. Rather, a change in stance is initiated by the RBA changing the price of one of the money market products, that is, the interest rate it pays on funds in exchange settlement accounts (ESAs) that banks hold at the RBA. This event triggers a series of interest rate changes in other money market products that are close substitutes. If need be, the RBA can manipulate the RTGS system to affect its target rate of interest by altering the terms on which it brokers liquidity with banks in the system.

Moreover, brokering liquidity allows the RBA to separate solvency support from liquidity support, which minimises any potential for moral hazard.

Keywords: central bank, liquidity, RTGS, Reserve Bank of Australia

21. DETERMINANTS OF DIVIDEND POLICY IN EMERGING STOCK MARKETS: EVIDENCE FROM BANGLADESH

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ABSTRACT

Most of the published studies to date focused on the dividend policy of developed financial markets. It is well known that the emerging markets are quite different from the developed financial markets in many respects. This study attempts to identify the determinants of dividend policy of the exchange-listed companies in Bangladesh, an emerging market. All the listed non-financial companies on the Dhaka Stock Exchange for the period of 1988-1997 are considered as the sample of this study. Ordinary Least Square regression models are employed to identify the determinants of dividend policy in an emerging market. The results indicate that business risk, institutional shareholders, number of common stockholders, collateralized assets, free cash flow, and size are positively related and insider ownership, leverage, and investment opportunity negatively related to dividend payout ratio. These results suggest that insider ownership, collateralizable assets, leverage and size are the major determinants of dividend policy in an emerging market. However, these results reject the signalling theory of dividend.

Keywords: Dividend Payout, Dividend Signalling, Dividend Policy

22. IS 2.99 BETTER THAN 3.00 EVERYWHERE?**MARKET DEVELOPMENT EFFECT ON PRICE ENDINGS IN DIFFERENT COUNTRIES**

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ABSTRACT

As more and more companies enter the global arena, they face the need to adapt their pricing decisions to local conditions or choose a standardized approach. Price endings are an important component that may escape attention. The common US 9 ending is not optimal in all countries. We show that price endings are correlated with the level of market development. There are less 9s in less developed countries. We hypothesize that the effect is a by product of consumers' limited memory capacity. In developed countries the mass of pricing information leads to consumers truncating 9 endings. In less developed countries there is less competition for memory space so truncation is rarer and there is less value to a 9 ending. We test this hypothesis using data from the US and four less developed countries. We find our framework to provide a better explanation to the pattern of price endings in our data than the previous hypothesis that linked the relative frequencies of 0 and 9 endings to prior membership in the Soviet block.

Keywords: Price endings, International pricing, Market development

23. THE ANALYSIS OF INTERNATIONAL COMPARISON FOR RAILWAY MANAGEMENT

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ABSTRACT

This study discussed the liberalization trend for governments' commitment to privatize the state-owned-enterprises, especially in railway. With the challenge of competition by other forms of transportations, like the development of the market for internal air transport, coaches, and privately-owned cars, the performance of railway has been worsening and leading to huge deficits. An international comparison of Taiwan's railroad industry with five other developed countries under the consideration of average living standard is used to suggest some possible solutions to its plight.

Keywords: Privatisation, Railway Management, Monopoly, State-owned-enterprises

24. INTERNET SHOPPING IN AUSTRALIA, 1999-2001

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ABSTRACT

Using data from three nationally representative sample surveys conducted between 1999 and 2001, this study analyses several factors which influence the online shopping behaviour of Australians. Our findings indicate that the proportion of internet shoppers in the population increased from 4.8% in 1999 to 11.5% in 2001. Younger, more educated and affluent people living in metropolitan areas were more likely to do internet shopping. Males had a higher propensity to do internet shopping than females - though the gender gap seemed to be decreasing. Among items purchased, the most common in 1999 were books and magazines followed by computer software and hardware. However, by 2001 holiday and other travel and accommodation was most popular, followed by music and other videos CD/DVD, and books

and magazines were the third most popular items purchased over the internet. It is estimated that Australians spent on internet shopping about \$199 million in 1999, \$441 million in 2000 and \$969 million in 2001.

Keywords: *Internet Shopping, Online Shopping, Buyer Behaviour, Electronic Commerce, Market Segmentation, Demographics*

25. A THEORETICAL MODEL OF INCOME SHARES AND THE BUSINESS CYCLE

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ABSTRACT

Many theories are available in the literature explaining the business cycle. Each theory has provided its own cause in explaining the business cycle. This paper intends to consider the business cycle as a partial phenomenon of economic reality, which is explained by economic and non-economic causes. That is to say, these totalities of forces are combined to affect the business cycle, and the latter phenomenon in turn affects this whole of causal forces. This approach, which is the trade mark of Marx and Veblen, furnishes better understanding of the business cycle than the regular reductionist approach which emphasizes only one essential cause (or independent variable) for explaining the business cycle.

Keywords: *Surplus Value, Income Shares, Conflict, Business Cycle, Institutions, Overdetermination, Labor Cost Per Unit of Output, Rate Of Profit, Centralization, Capital Accumulation, Patriotism*

26. XML-BASED SOLUTIONS' ROLE IN THE FUTURE OF SUPPLY CHAIN MANAGEMENT

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ABSTRACT

Supply Chain Management Systems (SCMS) in today's global environment have the potential of creating significant benefits to organizations and business partners worldwide. While eXtensible Markup Language (XML) defines data elements in business documents and is an open standard and a trademark of the World Wide Web Consortium. The purpose of this research paper is to present the research question, review the conceptual framework and environment for both SCMS and XML, study their objectives, and utilize any useful theories that may aid in identifying the key factors.

Keywords: *Supply Chain Management, eXtensible Markup Language, Electronic Data Interchange, e-commerce, internet commerce, industry standard, RosettaNet, e-business XML, STEPml*
