
ABSTRACTS**1. CONTROL AND ECONOMIC SURVIVAL OF INTERNATIONAL JOINT VENTURES**

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ABSTRACT

Due to cross-cultural differences in international joint ventures (IJVs) partners can disagree on many aspects of management, so that conflicts can arise. This study tries to answer the following question: Can control reduce co-management conflicts, and, thus, improve economic performance of IJVs? To achieve this objective I contrast IJVs characterized by high level of cultural differences with high probability of conflicts. I start from consideration of control mechanisms, and, specifically, ownership share, in organizations. Empirical analysis of two sets of Ukrainian IJVs provides suggestions regarding control to eliminate conflicts and improve economic performance in firms in transition economies. Specifically, at early stages of operations, economic performance of IJVs with a Western partner is significantly better when the Western partner owns a dominant ownership share.

Keywords: Control, Economic Survival, International Joint Ventures

2. ENFORCING COMPLIANCE WITH ACCOUNTING RULES: A SCENARIO-BASED APPROACH

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ABSTRACT

As the fundamental constituent of regulatory systems, enforcement is embodied in the powers of authorities to punish non-compliers and plays a vital role in deterring violations and defending the legitimacy of regulatory intervention. However, promoting compliance and discouraging defections largely depend on the efficiency of the regulatory framework in detecting non-compliance, punishing defectors and deterring future violations. Using a scenario-based model depicting the effect of enforcement factors upon the interaction between lenders-borrowers within a controlled environment, this paper empirically shows that by non-cooperating with accounting rules, some companies can score an advantage over their competitors if their non-compliance went unnoticed and that this advantage can not be sustained for a long period of time since the market will eventually observe the non-compliance and reverse the advantage. The findings also suggest that the degree of punishment is a function of the nature and the size of non-compliance with the rules and that market-based penalties can play a major role in deterring future defections.

Keywords: Accounting Regulation, Enforcement, Market-Based Penalties, Compliance

3. THE MARKET REACTION TO THE FORGIVENESS OF DEFERRED TAXES DUE TO THE REPEAL OF THE DOMESTIC INTERNATIONAL SALES CORPORATION: EXPECTATIONS REGARDING SUBSEQUENT EXPORT RELATED TAX INCENTIVES

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ABSTRACT

This study addresses two issues regarding the Deficit Reduction ACT of 1984 (DRA) which was signed July 1984, replacing the Domestic International Sales Corporation (DISC) with the Foreign Sales

Corporation (FSC). The change resulted in wealth adjustments for DISC exporter since accumulated unpaid taxes on the DISC were forgiven. The first is whether the DISC repeal affected the values of DISC's operators. The second is whether alternative accounting methods resulted in different values across firms during news releases regarding DISC repeal. The investigation of these issues is accomplished by (1) measuring the contemporaneous association between changes in firm security prices and news releases about DISC repeal, and (2) comparing the reaction due to tax announcements of firms that had/had not provided taxes on accumulated DISC income to isolate the accounting method choice effect. The results indicate that the DISC-related announcements conveyed significant negative news to exporters. However, on average security price changes of firms moved in the same direction and the choice of accounting method did not result in an unequal impairment of firm value. It is expected that the subsequent market reaction to the repeal of tax incentives of the Foreign Sales Corporation and the Extraterritorial Exclusion Act will be similar.

Keywords: Deferred Taxes, Foreign Sales Corporation, Extraterritorial Exclusion Act, Domestic International Sales Corporation

4. WORKFORCE DIVERSITY TRAINING PROGRAMS: NON-CONVERGENCE IN COGNITIVE STRUCTURES

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ABSTRACT

This study examined the effectiveness of a standardized, corporate-wide training effort aimed at increasing diversity awareness and sensitivity. In a three-step process, we cast doubt on the effectiveness of such programs. We began by demonstrating that diversity training experts share a common cognitive structure with respect to workforce diversity concepts. This commonality suggests that cognitive convergence occurs as individuals come to understand and internalize diversity training. Next we showed that corporate employees exhibited extremely divergent cognitive structures in relation to workforce diversity concepts. Finally, we showed that the standardized training effort studied created only a mild degree of cognitive convergence, affecting only the lowest level of cognition. While some trainee--expert cognitive convergence occurred early in the training program, convergence quickly stalled out, casting doubt on the program's ability to induce higher level change in cognitive structures. Hence, depending on a standard program to produce the cognitive change necessary for behavioral change may be overly optimistic.

Keywords: Training, diversity, cognitive structures, networks

5. STUDY ON TOURIST DESTINATION CLUJ-NAPOCA, ROMANIA

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ABSTRACT

The industry of tourism represents one of the sectors with the highest development at global level. Romania has an important tourism potential but this is not sufficiently exploited. The city of Cluj-Napoca is one of the biggest from Romania, an important academic, cultural and business centre, combine with a various tourist offer. The paper analyses the tourist supply and identifies the demand for the destination. The study underlines possible differentiation elements for the city comparing with its main competitors. In conclusion, we try to find a correlation between the offer and the customer needs.

Keywords: tourist destination, tourist potential, Romania

6. CREATING A SUSTAINABLE E-COMMERCE ENVIRONMENT

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ABSTRACT:

By understanding the influence that host country antecedents characteristics may have on sustainable e-Commerce initiatives, government and private sector leaders will be more inclined to selectively mitigate those challenges and thus minimize the severity that they might otherwise have on e-Commerce programs. Many studies have shown that each country has a unique set of antecedent characteristics that influence the acceptance or adaptation of new technologies; and in developing countries these characteristics have greater impact as countries “gear up” to participate in the global economy that is increasingly driven by e-Commerce. While it is not realistic to address each antecedent characteristic with the same rigor, they cannot be ignored. A systematic approach is therefore necessary to overcome these challenges. This article identifies a number of antecedents and addresses two of the more significant antecedents that appear to have the greatest impact on sustaining e-Commerce initiatives. These two antecedent characteristics are: (1) the existing Information Communications Technology infrastructure, and (2) Workforce education.

Keywords: Technology Adoption, Technology Adaptation, Technology Acceptance, e-Commerce; e-Readiness, Diffusion; Hard Technologies, Soft Technologies

7. ANALYSIS OF THE U.S.-CHINA INTRA-INDUSTRY TRADE

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ABSTRACT

This paper aims to explain the extent of vertical and horizontal intra-industry trade (IIT) in United State's foreign trade with the People's Republic of China. It also attempts to identify the industry-specific determinants of vertical and horizontal IIT . One of the main findings is that the U.S. trade patterns with China are dominated by one-way trade. Another main finding is that the observed increase in intra- industry trade between the United States and China is almost entirely due to two-way trade in vertical differentiation. The third important finding is that, product differentiation, vertical product differentiation, industry size, and product quality differences are found to have a positive effect while industry concentration is found to have a negative and statistically significant effect on all three types of IIT share.

Keywords: Horizontal intra-industry trade, Vertical intra-industry trade, Grubel-Lloyd index

8. SHOULD WE COMBINE OR DISSOCIATE THE CEO-CHAIRMANSHIP POSITIONS?

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ABSTRACT

Should firms bestow the dual roles of CEO and Chairmanship to the board on one person? Should one single individual have unfettered power over corporate decisions, particularly if that person belongs to the management team? The academic literature has yet to provide unequivocal answer to the aforementioned questions. Using a hierarchical OLS regression of 150 randomly chosen firms in the food, the health care and the retail industries, this study reports no obvious linkage between the leadership structure of the boardroom and the firms' return on equity (ROE), return on assets (ROA), and return

on invested capital (ROIC). The implication from this investigation is that the human interactions between the boardroom and the CEO are powerful determinants of the independent judgment of the directors, and perhaps more so than the structural aspect of leadership configuration.

Keywords: CEO; Chairman to the Board; Board of Directors; Corporate Governance; SME; Leadership Structure; Financial Performance

9. RECENT DEVELOPMENT OF BEHAVIORAL FINANCE

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ABSTRACT

Behavioral finance has few spots in the 1980s; but at the end of 1990s, behavioral finance has burgeoned. Much of the research was completed in the past twenty years. Through the past twenty years, many scholars have been studying the evolution of behavioral finance theories and related applications. However, the majorities of studies conducted previously were either focusing only on one field or written in complicated way, which make difficult for beginners in finance fields to understand. This paper summarizes the recent development of behavioral finance so that people could gain a clear view for the current landscape of behavioral finance and its history of recent development. The focus of this paper is to summarize the revolution of behavioral finance in terms of its theory and related applications. The related psychology theories and models development are also discussed.

Keywords: Behavioral finance, Standard finance, Psychology

10. AN EMPIRICAL STUDY OF NIGERIAN ENTREPRENEURS: SUCCESS, MOTIVATIONS, PROBLEMS, AND STRESS

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ABSTRACT

Two hundred and forty three entrepreneurs in Lagos, the former capital city of Nigeria were surveyed. Results show that 69% of respondents are male and 31% female. The average age of entrepreneurs is 36.7. The time devoted to their businesses is approximately 37.8 hours per week. When asked to indicate the reasons for becoming business owners, Nigerian entrepreneurs suggested independence, satisfaction and growth, increasing income and past training/experiences as important motivators. Factors contributing to business success were mainly attributed to hard work, excellent management skills, and good customer services. Charisma and reputation for honesty were also ranked high on the list. Among the problems encountered by entrepreneurs, unreliable employees was the most critical. Weak economy, electricity shortages and unsafe location were also mentioned as obstacles preventing entrepreneurs from achieving their goals. The relationship between stress and business ownership were also assessed. In spite of business success attained and family support received, entrepreneurs reported that they did experience business-related stress.

Keywords: Entrepreneurship, Success, Motivation, Problems, Stress, Nigerian Entrepreneurs, Micro and Small Enterprises

11. FOREIGN AID, ILLEGAL DRUG PRODUCTION, AND INCOMPLETE MONITORING

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ABSTRACT

Disruption of supply is one of the cornerstones of U.S. antidrug policy. In fiscal year 2008, the federal government's drug budget totaled \$12.961 billion, of which \$8.3 billion was dedicated to disrupting the market. One of the largest international programs is the Andean Antidrug Initiative, with a budget of \$734.5 million in 2006. This project involves cooperation between the U.S. and the governments of eight Andean nations, with the U.S. providing funding for eradication, crop substitution and other programs designed to reduce production of coca in these countries. But does this aid have the desired effects? In this paper, we assess the difficulty of maintaining and enforcing agreements between sovereign states. Because monitoring of actual production levels is very difficult, the price of illegal drugs is used as an imperfect proxy to detect noncompliance. We employ a repeated game format with trigger strategies to show the possibilities of maintaining the agreement in an environment with incomplete information.

Keywords: Drug Eradication, Repeated Game, Trigger Strategies, Foreign Aid

12. CONCEPTUAL FRAMEWORK FOR DEVELOPING AN INTEGRATED AND SELF-SUSTAINABLE MODEL REGARDING FINANCIAL REPORTING WITHIN ROMANIAN PRIVATE SECTOR ENTITIES

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ABSTRACT

Developing the financial reporting system for the Romanian private sector represents a matter of maximum current interest considering both the regulations level and the financial reporting practices level, by reference to the actual regional trends. The paper's general objectives aim the developing of a conceptual model regarding financial reporting within private sector entities, model which will rely on the current knowledge stage and on the experienced gathered until now at national and international level. Our research demarche launches a complex fundamental research through which we intend to deliver for the scientific knowledge and also for the decisional factors involved at the level of standard setting bodies, a real basement of hypotheses formulated based on the conceptual aspects which were determined through new achieved knowledge, and also verified through the thoroughness of the scientific quality for the innovative approaches of the chosen topic. The fundamental research activities will materialize in formulating new theories as a result of filtering the information regarding financial reporting practices, which were met, within the analyzed states, based on cluster analysis. The novelty degree of the paper is underlined through the aggregation of the previous synthesized coordinates stage in order to elaborate a conceptual model integrated at global level and self sustainable at national level regarding financial reporting within Romanian private sector entities, which will be tested by its implementation at the level of the selected pilot entities. Our paper represents the first step of the undertaken scientific demarche aiming at clarifying the necessary conceptual framework in order to achieve the proposed objectives.

Keywords: financial reporting system, private sector entities, cluster analysis, integrated and self-sustainable model

13. A HISTORICAL VIEW OF DIVERSITY MANAGEMENT: THE OTTOMAN EMPIRE CASE

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ABSTRACT

As the communities and business organizations became more diverse, the need for effective diversity management techniques arose in order to derive economic and behavioral benefits from diverse populations. Hence, the term "diversity management" gained popularity. However, it should be noted that the practices of diversity management are not new. In history, the Empires' had experienced diversity management techniques although their experiences were not directly named as "diversity management". In this research, the Ottoman Empire's diversity management experiences during its classical period are explored. Major institutions that reflect the fundamental bases for the Ottoman existence in the Ottoman Empire are evaluated according to this framework provided by Cox (1991) to provide insights to current diversity management research.

Keywords: Diversity Management, Ottoman Empire

14. AUDIT COMMITTEE COMPENSATION AND PERCEIVED EARNINGS QUALITY: A PRELIMINARY INVESTIGATION

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ABSTRACT

Armed with new duties and requirements, including the prohibition against management membership, public companies' audit committees are expected to play a key role in enhancing investors' perceptions of earnings quality. However, because of their involvement in resolving financial reporting disputes, audit committees' effectiveness in achieving this goal could theoretically depend, in part, on the type of remuneration received by committee members. This study examines in an experimental setting the impact of audit committee compensation on nonprofessional investors' perceptions of earnings quality. It finds that linking the value of committee members' remuneration to stock performance, the most commonly used compensation method, reduces perceived earnings quality. Basing remuneration on a scheme independent of stock performance, such as flat cash fees, reverses much of this decline. These results suggest that the type of compensation awarded to committee members may ultimately affect regulators' ability to fully utilize independent audit committees to augment investor trust.

Keywords: Audit Committee, Director Compensation, Independence, Earnings Quality

15. CHALLENGES TO R&D RELATED FDI IN IRAN

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ABSTRACT

Transnational Corporations (TNCs) are playing a major role in global R&D, not only through activities in their home countries but also increasingly abroad. The globalization of R&D is not a new phenomenon, what is new is its faster pace in recent years. However The geographic distribution of the R&D conducted by the foreign affiliates of such TNCs is uneven and a handful of economies account for most of the TNCs' overseas R&D expenditure, in that countries abilities to attract and exploit the potential

economic and technological benefits of inbound R&D related FDI vary according to their national political, economic and legal cultures, traditions and infrastructures, together with the economic objectives and policies pursued by host governments.

An increasing number of governments now adopt a welcoming stance towards the R&D related FDI, seeing it increasingly as a means of improving the competitiveness of their indigenous resources and capabilities. However, their ability to attract FDI and to help it to flourish once established depends on the degree they at which they correspond to the determinants of location of overseas R&D activity of TNCs that are, without doubt, the key players in the R&D globalization phenomenon.

With the 901 M\$ of inward FDI flow, the Islamic Republic of Iran stands at the 133rd position out of 141 economies with respect to the Inward FDI Performance; however it has the potential of reaching the 58th position. This paper aims to develop a framework to explore the obstacles to R&D related FDI in Islamic republic of Iran and explain the underlying reasons for Iran's relative lack of success in attracting R&D related FDI. As the final analysis some policy implications for the Islamic Republic of Iran on the findings are presented.

Keywords: *Transnational Corporations, FDI, IRAN*

16. FIRM PERFORMANCE AND TOP MANAGEMENT TEAM AGE, TENURE, AND EDUCATION: A RESEARCH SYNTHESIS

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ABSTRACT

We report a meta-analysis on the relationship between firm performance and top management team demographics (age, tenure, and education). We located 29 studies consisting of 6,298 TMTs from past research. Following Hunter and Schmidt's (1990) procedure, we found an overall non-existent relationship between firm performance and TMT age and tenure. TMT education had a weak relationship with firm performance. Studies that had TMT data pertaining to 1991 and later showed a more negative relationship with firm performance compared to studies that had TMT data from earlier period.

Keywords: *Top management, upper echelons, meta-analysis*

17. INSIDERS VERSUS OUTSIDE MONITORS AND FIRM PERFORMANCE: COMPARING LARGE AND SMALL FIRMS

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ABSTRACT

This paper investigates the effect of insider ownership versus ownership of outside large shareholders--institutional ownership and blockholder ownership on firm performance. Specifically, we examine the difference between large and small firms, high- and low-leverage firms. Using 3SLS that endogenizes the relationship between ownership structure and firm performance, we find a curvilinear and bi-directional relationship between ownership structure and firm performance. We find a different curvilinear relationship for large and small firms between ownership structure and firm performance. Such relationship also differs between high-leverage and low-leverage firms. The quadratic relationship between ownership structure and firm performance is insignificant for firms with low leverage.

Keywords: *firm performance, ownership, insiders, ownership, institutional investors, leverage, small firms, large firms*

18. THE APPROACHES OF FRAUD FROM INTERNAL AUDIT'S POINT OF VIEW

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ABSTRACT

According to the Institute for Internal Auditors, fraud encompasses an array of irregularities and illegal acts characterized by intentional deception, either for the benefit or detriment of the organization by internal or external persons. Deterrence of fraud is the responsibility of management. The Internal Auditing department is responsible for examining and evaluating the adequacy and the effectiveness of actions taken by management to fulfill this obligation. The purpose of our research is to see the evolution of the approaches of fraud from internal audit's point of view, trying to emphasize the value of internal audit in fraud detection and prevention. Another very significant aspect in the approaches of fraud is to evaluate differences in the effectiveness of fraud detection and prevention between organizations that choose between different internal audit approaches like: internal audit organized within the organization, internal audit organized outside of the organization (outsourcing of internal audit), or a combination of both (co-sourcing).

Keywords: *internal audit, internal control, fraud risks, in-sourcing, outsourcing, co-sourcing*

19. A MULTI-PERIOD ASSET PRICING MODEL: IMPLICATION FOR SIZE AND BOOK-TO-MARKET EFFECT

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ABSTRACT

In light of the inadequacy of Sharpe's one-period Capital Asset Pricing Model (CAPM) in explaining stock returns, this paper develops a multi-period two-factor model that incorporates growth in earnings as an additional factor besides beta. This suggests that Sharpe's CAPM may be misspecified due to the omission of the earnings growth variable. In addition, it may explain why size and book-to-market effects are significant since earnings growth and the two factors are highly correlated.

Keywords: *CAPM, Asset Pricing, beta, size, and book-to-market equity*

20. RESEARCH ON RELATIONSHIP BETWEEN CONSUMER SATISFACTION AND WEB CONSUMER SHOPPING BEHAVIOR

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ABSTRACT

The paper focuses on the relation between consumer satisfaction and consumer behavior in Internet. Based on the customer satisfaction and consumer behavior theory, a hypothesized relation model between consumer satisfaction and consumer behavior in Internet has been set forward, according to the present conditions of electronic commerce and Internet marketing. After statistics analysis have been done, such as factor analysis, relation analysis and hypothesis test, results show that web service quality, web safe, web interaction and others are important to consumer satisfaction by means of SPSS software. Further studies show that consumer satisfaction, attitude to Internet shopping and perceived usefulness are significant to shopping intention, while consumer satisfaction is positively related to web shopping intention.

Keywords: *Consumer satisfaction; Internet shopping intention; Internet shopping behavior*

21. THE NOBLE ROLE OF SHARE MARKETS AND THE INTEREST OF SHARE INVESTORS

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ABSTRACT

The purpose of this study is to investigate whether the interest of share investors are aligned to the noble role of share markets or not. Intuitive suspicion that share markets are needed to complement the role of financial markets guided the research to first explore the role of financial markets. Then, literatures written by renowned authors in economic were reviewed to identify the motive of share investors. The noble role of share markets is found to enhance the role of financial markets in allocating asset efficiently. Nevertheless, it could be concluded that the interest of shareholders is incoherent to the noble role of share markets. There are empirical findings on Bursa Malaysia that provide merit to such conclusion. In addition, the discussion in the study proposed the need for empirical study on the performance of share investment strategy to be done in Bursa Malaysia. The study lends support for the possibility of gaining abnormal return by using investment strategy but is unable to help share investors to identify the most promising investment strategy. Therefore, the study conveys the idea that it is importance for any researcher to provide the justification for selecting a particular investment strategy first, before evaluating its performance. In addition, various definitions of speculators are highlighted, and the reason for defending the Efficient market hypothesis among the finance academicians had been identified and concisely explained. This should open up the mind of finance academicians specifically in Malaysia to be more receptive to the idea of the Behavioral finance theory.

Keywords: Financial intermediation; Economic growth; Share markets; Efficient market hypothesis theory; Behavioral Finance theory; Rationality

22. USING OBJECT-ORIENTED ANALYSIS AND DESIGN OVER TRADITIONAL STRUCTURED ANALYSIS AND DESIGN

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ABSTRACT

The existing methodology used primarily in industry today in building computer-based applications is known as structured analysis and design. This methodology came into existence as a result of the structured programming techniques introduced in the 1970's. This structured systems development methodology (SDM) has been fine-tuned and used for many years in the real world. However, during the last several years object-oriented languages have become increasingly more popular and more widely used in industrial organizations as well as university institutions. As this trend continued a methodology was developed to assist the programmer with the development of applications using object-oriented languages. This methodology has become known as object-oriented analysis and design (OOAD). The OOAD strategy approaches the problem from an object perspective as opposed to a functional perspective, which is the primary focus of the traditional structured development methodology. During the last few years the increasing use of OOAD over the traditional structured development methodology has spread significantly. As newer and more sophisticated object-oriented languages are created, there appears to be an even greater need for an object-oriented approach to develop business applications. However, does this need warrant greater use of this new methodology over the traditional one? We will compare the two methodologies and their advantages and disadvantages in order to address this problem.

Keywords: Systems Analysis and Design, Object-Oriented Analysis and Design, Waterfall Model, Systems Development Life Cycle, Object-Oriented Life Cycle, Class Diagrams, Data Flow Diagrams

23. EFFECTS OF WORK TEAMS ON JOB SATISFACTION

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ABSTRACT

The objective of this study was to measure the effects of working in teams on job satisfaction. The hypothesis predicted that team members would have a higher level of job satisfaction than individuals working alone. One hundred and seventy-one questionnaires were completed by employees of a State government institution. Analysis of variance and T-Tests were employed to analyze the attitudes of the respondents. The results of this study failed to confirm the hypothesis. In fact, scores of individuals working alone yielded significant higher levels of job satisfaction than those employees working in teams.

Keywords: *work teams, job satisfaction, applied management*

24. FOREIGN DIRECT INVESTMENT AND INEQUALITY

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ABSTRACT

This paper explores the effect of Foreign Direct Investment (FDI) across the distribution of income. Based on a panel of 46 countries that covers the period between 1970 and 2000, we find that the effect of FDI is non-monotone across the distribution of income. The impact of FDI on income is statistically undistinguishable in the bottom 20 percent of the population, negative in the middle 60 percent of the distribution, and positive for the top 20 percent of the population. All else equal, this implies that larger FDI increases inequality. These results are robust in both developed and developing countries. This confirms previous findings that establish that the benefits of FDI are biased in favor of skilled workers.

Keywords: *Foreign Direct Investment, Inequality, Globalization, Poverty*

25. CLIMATE CHANGE AND OPTIONS FOR INDIA

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ABSTRACT

Recent scientific evidence on Climate Change is a little more compelling than ever before for global community to take action. While there is incentive for developing countries like India and China to take advantage of the Clean Development Mechanism and encash on Carbon credits, mainly through projects which would come up anyway, even without CDM, there is little incentive for giving up their main reliance on coal at least for production of electricity. In the case of India, the nuclear option is not competitive with coal based power, and as such may serve only its strategic programme. Besides, neither India is a big contributor to GHG emission at present, nor is its current growth rate as carbon intensive as that of China.

Keywords: *Climate change, CDM, Nuclear accord, Carbon markets*

26. DO DIFFERENCES IN OCCUPATIONAL STEREOTYPES EXIST BETWEEN STUDENTS IN THE U.S. AND ENGLAND?

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ABSTRACT

Globalization is an important aspect of most business courses today and its impact on students can not be underestimated. In fact, some students appear to choose their college major based on their expectations of working abroad after graduation. Business faculty may be responsible for educating these future international business leaders regarding many aspects of living abroad that relate to their chosen major, including differences in perceptions of occupational stereotypes in other countries. This paper investigates perceived differences between American and English students in stereotypical attributes of six occupations. Analysis indicates differences in perceptions between the two groups.

Keywords: Occupational Stereotypes, Globalization of Occupations, U.S. and U.K. Comparisons
