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**ABSTRACTS****1. THE IMPACT OF UNEMPLOYMENT ON ENTREPRENEURSHIP:  
EMPIRICAL EVIDENCE FROM FRANCE**

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**ABSTRACT**

*In contrast to the widespread assumption in the field of entrepreneurship that “entrepreneurs are born”, the reality we experience is that environmental circumstances play a high role in explaining different levels of entrepreneurship across regions or countries. This article gives strong support for unemployment as key factor for entrepreneurship. An empirical lead forward was made by including data of all new firms created between 1993 and 2001 in 348 French labor market areas (2.8 million firms) into a multiple regression analysis. Our empirical study presents evidences about the effects of the local socio-economic environment on entrepreneurship. The results clearly show that geography matters for entrepreneurship. Three major determinants of entrepreneurship have been identified: 1) a high unemployment rate, 2) population growth, and 3) a highly qualified working population. Additionally, unemployment has been shown to affect entrepreneurship activity even more than population growth, i.e. increasing market demand.*

**Keywords:** Entrepreneurship, Unemployment, Regional Environment, France

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**2. THE IT SECTOR, INCOME CONVERGENCE HYPOTHESIS AND  
THE HUMAN DEVELOPMENT INDEX**

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**ABSTRACT**

*The income convergence hypothesis is reformulated in terms of the gap in Human Development Index values, rather than the per capita income gap, and seen to be applicable to a large sample of developing countries and emerging market nations. When stated as customary, in terms of the per capita income gap, it fails for this sample, falling in line with earlier results in the literature, which hold up the income convergence hypothesis as relevant only for a richer, OECD member, convergence club. Globalization is seen to have a positive impact on income convergence, but in a limited sense; higher FDI inflows have a positive, significant impact, but increased export-orientation is seen to have negligible impacts on income growth. Economic integration in this era of globalization does have a significant impact on income convergence, with membership in a trade bloc enhancing the income catch-up process of poorer nations.*

**Keywords:** IT, globalization, income convergence, human development index

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### 3. TRANSCENDENTAL LEADERSHIP

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#### ABSTRACT

*A business biographical study was conducted by interviewing seven highly successful businesspersons of India. A main objective was to investigate the aspects of leadership exhibited by these extraordinary businesspersons. Additional biographical information was collected through available literature and company information. The businesspersons involved were the IT czars Narayana Murthy Chairman of Infosys Technologies, Azim Premji Chairman of Wipro Corporation, Kiran Mazumdar-Shaw the lady pioneering Bio-technology industry in the country, Deepak Parekh Chairman of HDFC and who pioneered the concept of housing finance in a constrained economy, Venu Srinivasan Chairman of the TVS Motors whose quest for quality got him the Deming Prize, Mukesh Ambani Chairman of India's biggest petrochemical and petroleum industrial empire Reliance Industries and Verghese Kurien the Chairman of the National Dairy Development Board who was the architect of the Operation Milk Flood in India empowering millions of illiterate rural women. It was striking to find that while each of these businesspersons was in a different field, they showed certain common aspects to leadership. The most striking aspect has been the 'transcendental' nature of their approach to leading the business. They were so committed to their goals that they transcended the boundaries of self and their business companies, encouraging a second line of leadership within and/or outside their organizations. Commitment to the final goal or task emerged as a very important factor of leadership. The leaders exhibited a high Clarity of the vision of the goal/task. The leadership 'style' was not a significant factor being only the intermediate step that would be manifested as per the needs of the task at hand. Leadership phenomenon could also not be separated from the task at hand, since it was the task that generated the high commitment level resulting in high leadership effectiveness.*

**Keywords:** Leadership, Business Leadership, Transcendental Leadership, Entrepreneur Incubation, Executive Selection

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### 4. CORPORATE SOCIAL RESPONSIBILITY COMMUNICATION: HOW CORPORATIONS IN THE OIL INDUSTRY PUBLICISE THEIR ACTIONS IN THE UK AND BRAZIL

Francisca Farache Aureliano da Silva, University of Brighton, UK  
Keith J. Perks, University of Brighton, UK  
Aidan Berry, University of Brighton, UK

#### ABSTRACT

*In our paper, CSR communication is investigated through the analysis of websites in Brazil and the UK, exploring three multinational companies in the oil industry operating in both countries. We analysed these firms CSR communications via websites to examine both the consistency of the content and design as well as specific resources of the Internet media. While the analysis, interpretation and discussion of the research questions find that a number of features converge in both countries, we also found in the oil industry CSR communication is more developed in the UK than in Brazil.*

**Keywords:** CSR Communication, Websites, Convergence and Divergence in Messages and Content

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## 5. UNDERSTANDING PRICE COMPETITION BETWEEN NATIONAL BRANDS AND PRIVATE LABELS IN A DUOPOLISTIC CHANNEL STRUCTURE

Sungchul Choi, University of Northern British Columbia, Prince George, BC, CANADA

### ABSTRACT

*This paper provides an analytical framework for channel power and coordination issues in the context of channels consisting of two manufacturers and two retailers by considering competition and price leadership in the same level. We find that manufacturer profits increase as national brands are more differentiated and the cross price sensitivity in private label price variations is smaller, while retailer profits increase as stores are differentiated and the cross price sensitivity in private label price variations is higher. Interestingly, we also find that total channel profit increases as the retailers become leaders (over manufacturers).*

**Keywords:** Channels of Distribution, Private Labels, Price Competition, Game Theory.

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## 6. DETERMINANTS OF TECHNOLOGY LICENSING FEE: A THEORETICAL EXAMINATION

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### ABSTRACT

*This paper theoretically studies factors that might affect the price (i.e. a fixed lump-sum licensing fee) of technology licensing. We find that the licensors' licensing fee is found to increase in the degree of product differentiation between technology holders, the degree of knowledge inappropriability, and the level of transaction costs of technology licensing.*

**Keywords:** Technology Licensing, Fixed licensing Fee, Product differentiation

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## 7. AN EVALUATIVE STUDY OF INNOVATION MANAGEMENT PRACTICES IN TURKISH FIRMS

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### ABSTRACT

*Most business companies confront very serious global challenges, and try to gain competitive advantages over other companies in today's business world. The toughest challenge towards the innovation process is directly related to the competitiveness and survival of an organization. The purpose of this study is to investigate and evaluate the innovation management practices of large-scale manufacturing companies located in Turkey. To achieve this purpose, an evaluative study was conducted. The population for this study is the 500 largest manufacturing companies determined by the Istanbul Chamber of Industry every year in Turkey. We used systematic random sampling to select the companies. A sample size of 215 private sector companies was randomly drawn from the list of companies. State owned enterprises or companies were not included. Data were collected through questionnaire, and analyzed by SPSS program. The questionnaires were mailed to the selected companies and 129 questionnaires were returned (response rate of 60%). The principal findings of this study indicated that Turkish companies mostly focused on the product and technology innovation, and implemented the incremental innovation projects. It was also found that the most important obstacles to innovation were insufficient resources, individual actions and mismanagement of innovation process.*

**Keywords:** Innovation, innovation management, innovation strategies.

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## 8. LONG-TERM UNEMPLOYMENT IN CENTRAL EUROPE: HOW BAD IS IT?

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Margaret Oppenheimer, DePaul University, Chicago, Illinois, USA

### ABSTRACT

*This paper examines long-term unemployment in Central Europe focusing on the Czech Republic, Hungary, Poland and the Slovak Republic. It analyzes the incidence of long-term unemployment currently and over the past ten years, in relation to the overall unemployment rate and the state of the economy. Similarities and differences within these countries and with the EU15 and the US are considered. Implications concerning the continued impact of transition and future policies are discussed.*

**Keywords:** Long-Term Unemployment; Central Europe; Transition; Unemployment; Economic Growth; Structural Unemployment; Incidence of Unemployment; Czech Republic; Hungary; Poland; Slovak Republic.

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## 9. CULTURE AND ECONOMIC DEVELOPMENT: AN INVESTIGATION USING HOFSTEDE CULTURAL DIMENSIONS

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Dharam S. Rana, Jackson State University, Jackson, Mississippi, USA

### ABSTRACT

*Although much has been written about the impacts of culture on economic development, the statistical associations between economic development (measured through "resources allocation efficiency" and "wealth distribution") and national culture dimensions (individualism, power distance, uncertainty avoidance, masculinity, and long term orientation) remain insufficiently investigated. In this study, we test the thesis that national culture differences will explain and predict variations in both "resources allocation efficiency" and "wealth distribution" among nations. The empirical results provide strong evidence to support the postulated explanatory effects of three of the national culture dimensions (individualism, power distance, and uncertainty avoidance) but fail to provide such evidence for the remaining two (masculinity and long term orientation). Further, the five national culture dimensions explain 68.9% of variance in "wealth distribution" and up to 87.9% of the variance in "resources allocation efficiency" among sampled nations. We discuss these results with respect to their implications.*

**Keywords:** Economy Development; Resources allocation Efficiency; Wealth Distribution; National Culture

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## 10. MARKETING STRATEGY IN TRANSITION ECONOMIES: THE CASE FOR INDIA

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Chiquan Guo, The University of Texas- Pan American, Edinburg, TX, USA  
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### ABSTRACT

*India is a country which has attracted the attention of business researchers and practitioners alike in the recent past due to its ability to attract international business in the form of business process outsourcing and software development. This research focuses on the recent developments in the country which has emerged as a global player from the developing world, unshackling itself from the clutches of a controlled economy, and transitioning from a low income, low technology country to a middle income economy with significant technology capabilities. This has significant implications for multinational corporations which see the one billion strong market as a large untapped opportunity. Marketing in India is challenging due to*

*its heterogeneity and cultural diversity, coupled with co-existence of modernization and tradition. We discuss some of the transition aspects and marketing strategies to be successful in the Indian economy.*

**Keywords:** Marketing, Marketing Strategy, India, Transition Economies.

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## **11. USE OF PERSONAL INVOLVEMENT INVENTORY TO MEASURE DEMOGRAPHIC DIFFERENCES IN REACTIONS TO ALCOHOL AND DRUG ABUSE TREATMENT SERVICES**

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Mark F. Toncar, Youngstown State University, Youngstown, Ohio, USA

Cynthia E. Anderson, Youngstown State University, Youngstown, Ohio, USA

### **ABSTRACT**

*The purpose of this research was to investigate the feasibility of using the Personal Involvement Inventory (PII) developed by Zaichkowsky (1985) to discern differences in peoples' perceived importance of both alcohol and drug abuse treatment and to learn if these differences are related to select demographic characteristics. Several specific demographic characteristics have been identified and are closely related to peoples' involvement scores. Gender immediately emerges as an important demographic predictor of involvement with both alcohol and drug abuse treatment. Women reported a significantly higher level of involvement with both, and results suggest that women would be more supportive of both alcohol and drug treatment programs by virtue of their increased interest/personal involvement. Similarly, the age and education results, taken together, suggest that there are identifiable segments within a community that may be more likely to support alcohol and drug treatment initiatives. Generally speaking, older, more educated residents reported greater involvement with both alcohol and drug abuse treatment. Also, the subjects seemed to feel more strongly about treatment of drug abuse over the treatment of alcohol abuse.*

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## **12. SUPPLY CHAIN MANAGEMENT PRACTICES IN INDIAN PROCESS INDUSTRY**

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### **ABSTRACT**

*Process industries make primary commodities that are fundamental to our everyday life. The typical features and characteristics of the asset intensive process industries sets it's apart from other industries. The large production volumes and low profit margins and complex supply chain pose significant challenges to the companies in this industry. They are failing to realize enormous potential value in the supply chain- an area that represents up to major percent of the company's cost structure throughout the system. In this scenario an attempt was made to examine the practices of supply chain management in Process Industry by comparing them with the best practices with the help of certain metrics to bring in improvements in the existing system.*

**Keywords:** Supply Chain Responsiveness, Supply Chain Reliability, Supply Chain Operations Reference Model.

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### 13. THE CORPORATE GOVERNANCE REPORTING EXERCISE: THE PORTRAIT OF A DEVELOPING COUNTRY

Mohammed Hossain, University of Liverpool, UK

#### ABSTRACT

*The study reports the level and extent of the corporate governance disclosure of the banking companies in India. The Securities and Exchange Board of India, regulatory body of the capital market, made mandatory to all listed firms to provide a Corporate Governance Report in separate section in the annual reports under the Clause 49, since 2000. The researcher has identified 57 items of information both mandatory and non mandatory need to be disclosed under the clause 49 in the corporate governance report. The study revealed that Indian banks have very high level of compliance in corporate governance disclosure. The corporate governance disclosure score ranges fall between 95 and 69. The findings also indicate that assets, ownership and financial performance variables are significant, and other variables such as age, board composition and complexity of business are insignificant in explaining the level of corporate governance disclosure. This study would be a good example for other developing countries, wanting to learn how Indian banks achieved this high level of compliance corporate governance disclosure.*

**Keywords:** Corporate Governance, Banks, India, Financial Reporting

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### 14. MUHAMMAD YUNUS: AN ENTREPRENEURIAL LEADER ANALYSIS WITH STRATEGIC IMPLICATIONS

Peter R. Butzloff, Capella University, Minneapolis, Minnesota, USA

Toni B. Greif, Capella University, Minneapolis, Minnesota, USA

#### ABSTRACT

*It is important to strike a sense of balance in how social entrepreneurship may be approached in the human care by which leadership learning is distilled. A best practice concept is suggested to international business that may be shared with others. Many of the leading entrepreneurial leadership models are evaluated to explain Muhammad Yunus' leadership behavior with regard to empowerment of the poor through the transfer of human capital used to overcome one type of market failure. Key concepts in entrepreneurial leadership theory are explained in terms of their increasing importance to implementing sustainable technology in the context of the globalization of professionalism in the real world. Opportunities for improvement for Muhammad Yunus as a leader are diagnosed and recommendations from examples in the literature help to synthesize an expanded social entrepreneurial strategy.*

**Keywords:** Leadership Style, Social Entrepreneurship, Entrepreneurial Strategy, Sustainable Technology Adoption, Humanitarian Professionalism, Best Practice.

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### 15. ERP IMPLEMENTATION IN DEFENDERS AND ITS INFLUENCE ON MANAGER'S JOB: A CASE STUDY

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#### ABSTRACT

*Sharma and Chaudhary (2005) gave a theoretical framework regarding ERP implementation in organizations and predicted that with ERP implementation in 'defenders' (in the typology of Miles and Snow et al. (1978)), autonomy in general would reduce. We undertook a detailed study with a 'defender'*

company in north India and found a significant decrease in autonomy of employees (post ERP implementation). This paper verifies partially the framework given by Sharma and Chaudhary (2005). Later we use the framework of Jacobs and Whybark (2001) to identify a case (of low centralization and high flexibility) where we predict that ERP implementation will lead to no decrease in autonomy.

**Keywords:** ERP implementation and manager's job, ERP and autonomy.

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## 16. CLASHES OF CULTURAL VALUES IN COUNTRIES IN TRANSITION

Samir M. Youssef, American University in Cairo

### ABSTRACT

*Developing countries going through transition from socialist economies to market economies undergo changes in their cultural values that govern their management systems. This paper proposes a framework that consists of four basic cultural value orientations that correspond to different stages in transition. These are patrimonial, bureaucratic, political and efficiency/market orientations. An outline is suggested for the forces instigating these values, their behavioral manifestations, their interaction and their impact on the management system of these countries. This model can be used to diagnose the cultural systems in these countries and to understand the depth of resistance to changes needed. Egypt, a country that belongs to the club of transition economies, is used for illustration.*

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## 17. THE IMPACT OF CUSTOMER RELATIONSHIP STRENGTH ON SALES EFFECTIVENESS AND RELATIONSHIP PROFITABILITY IN SERVICES SELLING

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Xiangyang Liu, South China University of Technology, Guangzhou, P. R. CHINA

### ABSTRACT

*The impact of customer relationship strength on sales effectiveness and relationship profitability was studied in the context of policyholder and agent relationships in the life insurance industry. Two sources of data from policyholder and agent were used in the analysis. Results indicate that customer relationship strength has significant larger impact on sales effectiveness and relationship profitability than customer satisfaction, relationship commitment and relationship quality.*

**Keywords:** Customer Relationship Strength; Sales Effectiveness; Relationship Profitability

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## 18. TRUCK VS RAIL TRANSPORTATION OF HAZARDOUS MATERIALS

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### ABSTRACT

*Safe transportation of hazardous materials in the United States is an important national concern. Given the relative new dimension of terrorism, the movement of hazardous materials has taken on an even greater concern for safety. The great majority of these materials move by either truck or rail. With an ever increasing number of trucks moving on the nation's highways, there is cause for concern not only over safety issues, but the impact on highway gridlock, environmental implications, and infrastructure deterioration. Rail can offer many advantages over truck for commodity movements, hazardous or other types. This paper delineates the pervasiveness of trucks, the advantages of rail movements over truck,*

and transportation risk assessment. The recent advances in rail safety technology to help reduce risk are noted. Finally, the issues and challenges revolving around shifting hazardous materials movements from truck to rail are listed.

**Keywords:** Rail Hazardous Materials; Truck Hazardous Materials; Rail and Truck Safety; Hazmat Risk Routing Models

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## 19. THE INDIAN INFORMATION TECHNOLOGY TRAINING INDUSTRY

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### ABSTRACT

*The paper illustrates the growing importance of Information Technology Industry in India with a special reference to the Software Training Industry in India. The paper also traces the historical development of the Indian Information Technology Industry and also the IT Training Industry. The paper also discusses at length the varied marketing strategies being adopted by the institutions, which are involved in imparting the IT training thereby fulfilling the needs of the software industry.*

**Keywords:** IT Industry, IT Education Industry, Strategies, IT Training.

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## 20. GLOBAL CONSUMER VALUES ON THE INTERNET & THE RELATIONSHIP OF DIFFUSION CHARACTERISTICS, LIFESTYLE & TRUSTWORTHINESS TO P2P FILE-SHARING BEHAVIOR

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### ABSTRACT

*A study was conducted to generate a greater understanding of the global phenomenon of consumers' unauthorized peer-to-peer (P2P) file-sharing of music on the Internet. Diffusion of Innovation Theory (Rogers 1983) was used to interpret global consumer perceptions of this widespread online behavior. The sample for this study included consumers from nine nations (U.S.A, Russia, Croatia, Turkey, Bulgaria, Venezuela, and Mexico). Results indicated that similarities among global values and consumer behavior on the Internet are related to Diffusion of Innovation characteristics. Global consumer values on the Internet were also found to be related to Internet lifestyle themes (Smith and Whitlark 1999), attributes of trustworthiness, and perceived risk (Huff 2000). Managerial implications and future research recommendations are provided.*

**Keywords:** Diffusion of innovation theory; global, consumer values; peer-to-peer (P2P), file sharing; music industry

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## 21. EXECUTIVE COMPENSATION DIFFERENTIALS: TESTING TOURNAMENT THEORY

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Gary S. Insch, West Virginia University, Morgantown, West Virginia, USA

### ABSTRACT

*This study examines the implications of tournament theory in the context of compensation differential between the CEO and other top executives of the firm. We hypothesize two antecedents of the compensation differential: number of competitors (employees) in the company and performance*

uncertainty faced by the firm. We also hypothesize a positive effect of compensation differential on firm performance. We examined the top 100 banks ranked by deposits in the United States in 2002. Our time period of analysis was 1992-2002. The final sample consisted of 61 banks with annual compensation information on 89 different CEOs. We obtained the relevant information from Standard & Poor's ExecuComp and Compustat databases. Two hypotheses were supported: the positive relationship between environmental uncertainty and executive compensation differential, and the positive relationship between executive compensation differential and firm performance.

**Keywords:** Executive compensation, pay differential, tournament theory, firm performance

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## 22. ETHICAL EVALUATION OF MARKETING PRACTICES IN TOBACCO INDUSTRY

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### ABSTRACT

*This exploratory study examines the ethicality of marketing practices in tobacco industry. The findings revealed that business practices such as advertising in magazines with at least 15 percent youth readership and in internet, portrayal of smoking as a fun activity, and using younger looking models in tobacco advertisements were perceived to be unethical. Further, ethical evaluations of marketing practices were found to differ depending on age, belief in freedom of business operations, and marital/family status. Specifically, older married individuals with children, and those who support government intervention in business operations rated most of the current tobacco marketing practices to be unethical. The study also highlighted that ethical evaluation of marketing practices may be a determining factor in shaping perceptions of industry reputation.*

**Keywords:** Ethical marketing practices; promotional activities; industry reputation; tobacco industry

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## 23. FACTORS INFLUENCING QUALITY OF TECHNICAL EDUCATION IN INDIA: A STUDY OF TECHNICAL INSTITUTIONS IN KARNATAKA

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### ABSTRACT

*One of the main triggers for growth in Indian economy is the explosion in the IT sector. In order to sustain the current growth rates in the new knowledge economy sectors, the pool of technical talent needs to continue to grow, which is attracting private players into the sector. With the increasing role of private institutions in technical education, quality assurance becomes more and more critical. External audit mechanisms include several accreditation agencies. While the certification by the external accreditation agencies is an official endorsement, the perception of students with respect to the quality of the programmes offered by these technical institutions plays an important role in their success. There are many factors that contribute to these perceptions as well as the delivery of high quality education. This paper attempts to identify the factors that differentiate those institutions which are perceived as of high quality from those which are perceived as those of low quality. This paper is part of a wider study covering the quality aspects of a number of technical institutions in the state of Karnataka in India.*

**Keywords:** Quality in Technical Institutions, Technical Education, Quality in Education, Factors of Quality Education

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**24. INTERNATIONALIZATION OF GERMAN COMPANIES INTO THE CHINESE MARKET: AN EVENT STUDY ON THE CONSEQUENCES ON FINANCIAL PERFORMANCE FROM A RBV PERSPECTIVE**

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**ABSTRACT**

*After its economic opening in 1978, China has become increasingly attractive for foreign direct investments and has developed into a strong internationalization target for other countries. This study analyzes the internationalization-performance relationship of German companies entering the Chinese market. The analysis is carried out for a sample of 257 announcements of the internationalization of German firms into China between 1978 and 2005. The event study methodology is used to measure the German stock market reaction to this event in order to enable a conclusion on the creation or destruction of shareholder value of German firms internationalizing into China.*

**Keywords:** Internationalization, market entry, China, financial performance

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