
ABSTRACTS**1. ENGAGING IN SEQUENTIAL ACTS OF PRODUCTION: PARALLELS IN THOUGHT AMONG EITEMAN, WILLIAMS AND MARX**

Jason T. White, Northwest Missouri State University, Maryville, Missouri, USA

ABSTRACT

A firm's long-term viability is based directly on its ability to engage in sequential acts of production and reproduction. That is, a firm must be able to continuously repeat its purchases-production-sales-cash collection process. From a Post Keynesian microeconomic perspective, the business enterprise is required to make important pricing and output decisions in a business environment of relative uncertainty. The process by which a firm accomplishes this is far removed from the traditional conventional orthodox doctrine used in most neoclassical economics classrooms and textbooks today. Neoclassical economics provides an inferior explanation of pricing and output decision-making, necessary to ensure firm survival and growth, when compared to theories set forth by scholars such as Wilford J. Eiteman, John Burr Williams and Karl Marx.

Keywords: *Production, Reproduction, Marx, Eiteman, Williams, Post-Keynesian Microeconomics, Pricing, Output Decisions, Firm Life Cycle*

2. MOTIVATING CLASSROOM ATTENDANCE – WHAT DO STUDENTS THINK ABOUT IT

Sekhar Anantharaman, Alabama A&M University, Normal, Alabama, USA
Mohammad G. Robbani, Alabama A&M University, Normal, Alabama, USA

ABSTRACT

Students learn best when they attend classes on a regular basis. When students miss class, they miss learning important lessons and essential knowledge they will need not only in school but also in life. Classroom attendance is important because it instills in students responsibility and commitment to oneself and to others. Students often ask the question, "Why should I come to class on a regular basis?" This question has many implications for classroom participants, including the role faculty are expected to play with regards to student's decision making. Some faculty consider it to be more the individual student's responsibility to decide whether or not to come to class, while others feel more responsibility to act in loco parentis and provide guidance and structural incentives such as quizzes, etc. Methods for motivating improvement in attendance vary considerably and this paper seeks to identify the factors that students (more importantly) and faculty perceive as being most (and least) important in motivating attendance. The study further examines the rating of these methods (traditionally developed and implemented by faculty) by both groups, i.e., faculty and students. The initial results as indicated by average mean responses suggest that both faculty and students perceive the same two factors as being the most and least effective motivators, respectively, of student attendance. The results also indicate that students view some factors as being more important in motivating classroom attendance than do faculty.

Keywords: *motivation, classroom attendance, faculty*

3. CHINESE MANAGERS: SPIRITUALITY AND VALUES

Stephen L. Baglione, Saint Leo University, Florida, USA
Thomas W. Zimmerer, Saint Leo University, Florida, USA
T. Lynn Wilson, Saint Leo University, Florida, USA

ABSTRACT

Fifty years of communist rule have not erased the spiritual nature of the Chinese. Our sample of highly-educated mostly upper-managers ensconced in their careers and the community embrace spirituality in the workplace. Their spirituality guides them in choosing the firms where they work, specifically they select firms that match their personal values. These values, in turn, positively influence their motivation, commitment, and responsibilities. In this climate, ethical actions are rewarded by those doing them and by the firm in general.

Keywords: *chinese managers, upper-managers, motivation, responsibilities*

4. ASSIMILATING AN ANALYSIS OF THE GAY AND LESBIAN MARKET INTO A MARKETING CLASSROOM SETTING

Cheryl L. Buff, Siena College, Loudonville, New York, USA
Frederick DeCasperis, Siena College, Loudonville, New York, USA

ABSTRACT

Estimates of the size of the gay, lesbian, bisexual and transgender (GLBT) market vary, but research suggests that roughly 6% of the overall U.S. population identifies itself within this category and that they spend \$250-350 billion annually (Wilke & Applebaum, 2001). The financial impact has not been overlooked by U.S. businesses that recognize gay and lesbian Americans as an important consumer segment. However, a review of several textbooks traditionally used to teach marketing, retailing and advertising courses found that only a small number of them even reference the words "gay" or "lesbian" in their indexes, and none differentiated or discussed this market segment in any extensive detail. This paper will examine the existing literature as it relates to marketing to the gay and lesbian segment and review marketing, advertising, and retailing textbooks for their coverage of this target audience. Finally, suggested approaches for bringing this information into marketing courses in a manner that is appropriate and meaningful within the scope of an undergraduate marketing curriculum at a private, liberal arts institution are discussed.

Keywords: *Marketing, Market Segmentation, Gay and Lesbian*

5. PRESIDENTIAL APPROVAL DETERMINANTS

Richard J. Cebula, Armstrong Atlantic State University, Savannah, Georgia, USA

ABSTRACT

This empirical study seeks to identify key determinants of the Presidential approval rating. Instrumental variables estimation reveals that, over the 1960-1997 study period, the Presidential approval rating was positively affected by the 1991 Gulf War (a "popular" war), a perceived genuine effort to reform the Internal Revenue Code (reflected by passage of the Tax Reform Act of 1986), increases in the real (constant dollar) federal personal income tax exemption, and reductions in the average effective federal personal income tax rate. In addition, the Presidential approval rating was negatively impacted by the

Vietnam War (an “unpopular”/controversial war), Presidential impeachment proceedings, and large federal budget deficits (relative to the size of the economy). .

Keywords: *Presidential Approval Ratings, Impeachment, War, Taxation, Budget Deficit*

6. BIOTECHNOLOGY AND EUROPABIO

Dilek Demirbas, Newcastle Business School, Northumbria University, UK

ABSTRACT

In this paper I examine Multinational Biotech Companies (MNBCs) and their very successful lobbying group, EuropeBio, from the public choice-interest group theory perspective. My argument is that the main institutions of the EU, which are the Council, Commission and Parliament, can also be subject to lobbying by corporations and their coalitions at every level of the complex EU system. Thus, I claim that we cannot understand this complex process without exploring the theory of interest group in the public choice literature. As a case study, EuropeBio exhibits a very good example for the question of why interest groups lobby and how they can maximize their benefits in the case of biotechnology. These questions are necessary to propose an uncomplicated, clear and comprehensive EU regulatory system in order to control the rent seeking activities of lobby groups, and to understand the nebulous system of global governance.

Keywords: *biotechnology, Multinational Biotech Companies, lobby*

7. EFFECTS OF E-COMMERCE ON EXPORT MARKETING STRATEGY AND PERFORMANCE: AN EMPIRICAL STUDY OF THAI FIRMS

Phapruek Ussahawanitchakit, Mahasarakham University, Mahasarakham, THAILAND

ABSTRACT

As E-commerce has been a topic of interest to managers and academics, this study examines the relationships between E-commerce implementation and export performance via mediating effects of export marketing strategy. We research this timely topic by collecting data from the Thailand market. Two components of E-commerce implementation (information richness and cost effectiveness) were chosen as independent variables. The results indicate that information richness and cost effectiveness have positive influences on firms' export performance. However, export marketing strategy is not a mediator of the E-commerce implementation-export performance relationships. Contributions and suggestions for further research are also provided.

Keywords: *E-commerce, Information Richness, Cost Effectiveness, Product Differentiation, Cost Leadership, Export Performance*

8. AN EMPIRICAL STUDY OF CULTURAL AND ETHNIC INFLUENCES ON SERVICE QUALITY EVALUATION BY MAJOR ETHNIC GROUPS IN THE U.S.

Gamini Gunawardane, California State University, Fullerton, California, USA

ABSTRACT

The U.S. Census Bureau estimates the foreign born population in the United States in 2004 to be 34.2 million or 12 % of the total population composed primarily of immigrants from Latin America and Asia.

Projections also show that by year 2020, the Hispanic population will grow up to 16.3%, African-Americans to 14% and Asian Americans to 6.1%. Despite this significant growth of minority ethnic groups, studies on their consumer behavior towards services are sparse. This paper is based on a comprehensive survey of service provider selection, quality evaluation and loyalty and retention behavior of the largest ethnic groups (White, African-American, Hispanic, East Asian, South Asian and European) in the United States. Results of the survey indicate that the minority ethnic groups consider certain elements relating to respect for culture and language, fairness and ethical behavior as forming a significant dimension of service quality distinct from the well known dimensions of service quality, namely reliability, responsiveness, assurance, empathy and tangibles. The paper discusses these findings and their managerial implications.

Keywords: Service Quality; Dimensions; Ethnic and Cultural Influences

9. MARKETING THE AMERICAN HUMANICS CERTIFICATE: THE BENEFITS AND BARRIERS TO COMPLETION

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

ABSTRACT

Employment in the nonprofit sector has grown, but student interest in working for nonprofit organizations has not grown either from misconceptions, lack of interest, or other reasons. Over 70 universities and colleges offer the American Humanics Certificate. The purpose of this paper is to assess the AHC Certificate program from a marketing perspective, to learn how the target market for the AHC students views the Certificate program by investigating characteristics of students who seek the AHC versus those students who do not. Differences were found in how the students rated the benefits of service learning, their ratings of the different dimensions of the benefits of service learning, their ratings of the benefits of the Certificate itself, and their ratings of the barriers to the Certificate itself with students seeking the certificate finding more benefit in service learning, more benefits in the Certificate itself, and less barriers to getting the Certificate.

Keywords: American Humanics Certificate, Benefits of Service Learning, Certificate Programs

10. ORGANIZATIONAL CULTURE, COMMITMENT AND STRATEGIC PARTICIPATION AND THE MODERATING EFFECTS OF VISION

Jifu Wang, University of Houston, Victoria, Texas, USA
Ron Sardessai, University of Houston, Victoria, Texas, USA
James R. Walton, University of Houston, Victoria, Texas, USA

ABSTRACT

This study tests the moderating effects of a strong vision on the relationship between organizational culture and the strategic planning process, and the relationship between organizational culture and commitment. The data used in this study was obtained from a Fortune 100 multinational corporation, which had recently undergone a major strategic transformation. The results supported a strong moderating effect of vision. Specifically, the results suggest that if management can create a more favorable organizational culture and strategic vision, the more willing they would be to encourage participation in the strategic planning process, and the more committed they would be to the organization.

Keywords: strategy, participation, culture, commitment, vision, performance

11. PREDICTING STUDENT PERFORMANCE IN SOPHOMORE MANAGERIAL ACCOUNTING

Tony R. Johns, Clarion University, Clarion, Pennsylvania, USA
Thomas W. Oliver, Clarion University, Clarion, Pennsylvania, USA
Chin-Wei Yang, Clarion University, Clarion, Pennsylvania, USA

ABSTRACT

This paper investigates student performance in the second course of a sophomore level two-course sequence in accounting at a state-supported university in Pennsylvania via an ordered probit model. This study was undertaken with the premise that identifying the factors that effect student performance would allow instructors in this course, and perhaps other courses, to use this information to improve student performance in subsequent years. A large sample size ($n = 427$) coupled with an ordinal dependent variable allows for the use of the ordered probit model, which is an appropriate model for the analysis of multi-category ordinal data.

Our investigation reveals that (i) GPA is a significant predictor of the letter grade obtained in the course, (ii) female students tend to perform significantly better than their male counterparts, (iii) Accounting and Finance majors have a better probability of getting a superior grade than do Management and Marketing majors, and (iv) Financial Accounting, a prerequisite for Managerial Accounting, plays an important role in determining the grade received in Managerial Accounting.

We conclude that GPA and performance in Financial Accounting being significant predictors of performance supports a belief long held by instructors and advisors. Namely that hard work in a course not only pays-off in that course but in future courses as well.

Keywords: *Student Performance, Sophomore Accounting, Managerial Accounting, Financial Accounting*

12. MARKETING STRATEGIC PERFORMANCE OF AROUND THE CHINA'S AIRLINES AN AGGREGATE APPROACH

Yu-Feng Lin, National Sun Yat-Sen University, TAIWAN

ABSTRACT

The marketing strategic performance of China's Airlines is the focus on this study; we are attempting to answer the effectiveness of marketing strategies to affect performance an analysis of aggregate approach. In the competition market, airlines want earning more, but manager must do a good strategy to make sure success. We are research for commerce strategy operation to help airlines growth. The analysis would use Pearson correlation analysis, ANOVA and Stepwise regression analysis. We found five marketing strategies these are effectiveness for airlines. The five marketing strategies are: low fares promotion, innovation, alliance, new route and purchase new planes, all were used to change aggregate performance. Low fares promotion is the best marketing strategy to aggregate performance. More specially, the best strategy improve performance is marketing promotion that make airlines increase its market share.

Keywords: *Asia Airlines, Strategy, Marketing*

13. THE REBIRTH OF ONLINE GROCERS: EFFECTIVE MARKETING STRATEGIES FOR A NEW ERA OF E-COMMERCE

Rosa Lemel, Kean University, Union, New Jersey, USA

This article examines the recent successes of a variety of online grocers. An analysis of these new era strategies is juxtaposed against the dismal failure of online grocers just a few years ago, most notably

Webvan. The mistakes of earlier web grocers have provided valuable lessons to today's online food retailer. This new crop of online grocers has learned from past mistakes; concentrating efforts on smaller local markets, using centralized distribution centers, or concentrating on profitable niche markets. While it may never replace traditional brick and mortar food stores, online grocers are here to stay and have begun carving out their own place in the world of e-commerce.

Keywords: *E-Commerce; E-Grocery; Online grocery shopping; Internet grocery shopping; Business Failures*

14. GLOBAL ECONOMIC INTERRELATIONSHIPS AND OUTSOURCING: THE CASE FOR PRIVATELY FINANCED RETRAINING CENTERS

Thomas F. Madison, St. Mary's University, San Antonio, Texas, USA
Prasad Padmahabhan, St. Mary's University, San Antonio, Texas, USA

ABSTRACT

Recently, there has been tremendous debate over job losses associated with corporate outsourcing of U.S. jobs. Although outsourcing is not a new phenomenon, the recent concern is fuelled in part by the fact that jobs are now outsourced to foreign countries, and for the first time, white-collar jobs are also involved. Some support outsourcing on the grounds that it is beneficial to the U.S. economy; others vehemently oppose it, since workers may pay a heavy price as a consequence. Solutions are equally melodramatic – from a laissez faire attitude based on the theory that market forces will resolve the issue, to the opposite in which punitive damages on offending firms, or protectionism, are recommended. In this paper, we suggest a different approach. We recommend a solution in which the global economic interrelationships are recognized. For example, focusing only on the effect on workers in the outsourcing industry ignores the potential for widespread adverse consequences if foreign countries retaliate against U.S. protectionism. We argue, unlike the all or nothing approach, that there is a strong middle ground – namely, provisions for tax incentives to firms that keep U.S. jobs, with the explicit requirement that funds saved be targeted to retrain displaced workers, whatever the origin of their displacement. In addition, we argue that workers should only receive these benefits if they take advantage of these retraining opportunities. As a consequence, we suggest that workers whose jobs have been outsourced can be retrained for the future. In this context, policy implications for governments are to monitor compliance with these recommendations and to anticipate the types of jobs that would be available in the future.

Keywords: *Foreign outsourcing, offshoring, retraining*

15. PERFORMING SECURITY RISK ANALYSIS USING RISK ORDERING RELATION ON B2C TRANSACTIONS

Saravanan Muthaiyah, Multimedia University, Cyberjaya, Selangor, MALAYSIA
Byeonghwa Park, George Mason University, Fairfax, Virginia, USA

ABSTRACT

E-Commerce has accelerated enormously through the advancement of network computing in line with the evolution of the Internet. The advent of payment systems and virtual market place has increased B2C participation worldwide. Under the theme of security technology for online B2C transaction processing, this paper examines vital security risk assessment measures that would be useful for online B2C businesses participating in e-commerce activities on the Internet. Risk assessment for unregulated computing environment is the primary focus. In this paper we are focusing on applying a formal method of risk assessment hereby referred to as risk ordering relation which will eliminate ambiguities and

inconsistencies of risk assessment. The study also involves concepts such as risk graphs which are used to show risk relations and risk bands. With reference to the RBAC model this can be applied to permission-role assignment constraints.

Keywords: Risk Assessment, Role, Access Control and Task

16. AN EXPLORATORY STUDY OF HISPANIC CULTURAL VALUES

Marco Gomez, California State University Chico, California, USA
Nitush Singh, California State University Chico, California, USA

ABSTRACT

The Hispanics/Latinos are emerging as an important consumer segment in the U.S. To effectively tap this growing consumer segment marketers need to understand the unique cultural values that Hispanic cherish and use these values in advertising to effectively communicate with them. This study analyses print advertisements directed to Hispanic consumers in an attempt to identify those unique Hispanic cultural values that are commonly used in Hispanic media to effectively get the message across. The results of the study identify several unique Hispanic values that are different from the Anglo-values.

Keywords: Hispanic culture values, Hispanic consumers, Hispanic media

17. IS THE MUSIC INDUSTRY CRYING WOLF?: A SIMULATION OF THE IMPACT OF DISK COPYING ON THE MUSIC INDUSTRY

Stephen C. Betts, William Paterson University, Wayne, New Jersey, USA
Zinaida Taran, Siena College, Loudonville, New York, USA

ABSTRACT

Does a copied CD represent a lost sale? The recording industry maintains that it does, however empirical evidence and historical precedence do not support this contention. In this paper we present a multi-method study that examines the effects of disk copying on the music industry. A survey was used to collect data which was then used to set parameters for a simulation. The results of the simulation indicate that much of the time disk copying results in higher net sales. Even with the most conservative estimates and assumptions, disk copying results in a decrease in sales only 57% of the time, and shows an overall average negative effect on sales of only 2.6%. The paper concludes with a discussion of strategies that the record industry could use to use disk copying and similar phenomenon to create a net gain in sales.

Keywords: Copyright laws, Recording Industry, Disk Copying

18. E-BUSINESS APPLICATIONS IN SAUDI AND UAE CONSTRUCTION INDUSTRIES

Irshad Ahmad, King Fahd University of Petroleum & Minerals, Dhahran, SAUDI ARABIA
Shakeel Ahmad, Emirates Telecommunication Corporation (Etisalat), Dubai, UAE
Shah Mohammad Shariq, King Fahd University of Petroleum & Minerals, Dhahran, SAUDI ARABIA

ABSTRACT

With the outburst of internet, e-business applications in construction (EBAICs) have gained substantial strategic importance considering the augmented strategic benefits thereof. This paper reviews the perspectives of strategists and decision makers with respect to contemporary status of thirty-one components of EBAICs through a questionnaire survey instrument and subsequent statistical analysis. This paper further assesses the comparative status of Saudi and UAE construction industries in terms thirty-one EBAICs that could prove to be an initial medium for the concerned Saudi and UAE strategists to frame their future IT strategies. Results show that the Saudi construction industry falls far behind its UAE counterparts specially in terms of EBAICs such as research and development, constructability/buildability, management of productivity, daily communication, change order tracking, quantity surveying/estimating, enterprise resource planning, knowledge acquisitions, information systems, and document management. Finally, based on what have been concluded, a few recommendations are made.

Keywords: EBAIC, Saudi Arabia, UAE, Construction industry

19. COMPARING DIFFERENCES IN TWO PROPORTIONS: WHEN MCNEMAR'S PROCEDURE MUST BE USED

Mark L. Berenson, Montclair State University, Montclair, New Jersey, USA
Nicole Koppel, Montclair State University, Montclair, New Jersey, USA

ABSTRACT

*In business research situations it is often of interest to examine the differences in the responses in repeated measurements of the same subjects. Nearly sixty years ago, McNemar (1947) devised a simple procedure for comparing differences between proportions in two related samples. Although the technique has enjoyed widespread usage in both behavioral and medical research, it has unfortunately not received proper attention in marketing, advertising, consumer research, public relations, or organizational behavior endeavors – disciplines wherein it is particularly desirable to evaluate the significance of changes in attitudes, opinions, or beliefs regarding some campaign or strategy. Berenson and Koppel (2005) have surmised that the major reason for this obscurity is simply a general lack of awareness as to its value and practical power. The McNemar test is generally not currently being taught to business statistics students and the 10th edition of the Berenson, Levine, Krehbiel text *Basic Business Statistics: Concepts and Applications* (2006) may be the only book which currently covers this subject. It is the purpose of this paper to demonstrate the usefulness and applicability of the McNemar procedure so that it may be more appropriately employed as an important confirmatory data analysis tool within the basic business statistics curriculum. An example will be provided that shows why it is necessary to use the correct procedure in a specific research situation.*

Keywords: Data Analysis, Business Statistics, Marketing, Advertising, Consumer Research, Public Relations, Organizational Behavior, and Computer Spreadsheets and Packages

20. DESIGN AND ADOPTION OF REPUTATION SYSTEMS

Ming Wang, California State University, Los Angeles, California, USA

ABSTRACT

This paper explores the design and adoption of online merchant reputation systems on shopping agent Web sites. The first study identifies rating methodology, design standards and rating reliability, based on an investigation of reputation systems on agent Web sites. The second study investigates online shoppers' adoption rates and adoption distribution patterns of a reputation system based on an empirical study with a questionnaire survey. The findings will be useful to researchers and industrial practitioners for the design and development of their merchant reputation systems.

Keywords: Reputation System, Shopping Agent, e-Satisfaction , e-Service Quality

21. SEEKING THE DIMENSIONS OF DECISION-MAKING: AN EXPLORATORY STUDY

Christopher M. Scherpereel, Northern Arizona University, Flagstaff, Arizona, USA

ABSTRACT

The prior art suggests the existence of a multi-dimensional decision making model, but there is no general theory empirically identifying these dimensions. Using the semantic differential technique, a multivariate decision-dimension profiling construct is developed. This study confirms that a decision problem can be characterized by measuring eight semantic scales to proxy three dimensions: risk, scale, and complexity. Similarly, eight additional semantic scales are identified to proxy four decision approach dimensions: logic, speed, scope, and tactics. The identification of the underlying dimensions of decision problems lays the foundation for the creation of new decision models.

Keywords: Decision-making, Semantic Differential, Decision Theory, Empirical Research

22. A CASE STUDY OF THE ECONOMIC VALUE OF A COMMUNITY DEVELOPMENT CORPORATION ON LOCAL ECONOMIES

Thomas W. Secrest, Coastal Carolina University, Conway, South Carolina, USA

ABSTRACT

This research determines the economic impact that a particular nonprofit community development corporation has on a rural county in South Carolina. The effectiveness of the organization is measured based on the programs that it has provided over a period of years to underserved portions of the county. The methodology used is based strictly on quantifiable data provided by the organization or program participants. The data are used as inputs to IMPLAN™ economic analysis software. The software package determines the impact on production, household spending, and increased business activity due to the presence of the Community Development Corporation.

Keywords: Community Development Corporation, CDCs, Economic Impact, IMPLAN™, Non-Profit CDCs

23. THE IMPACT OF SOCIAL AND TASK COHESION ON PERFORMANCE IN BUSINESS STUDENT TEAMS

William R. Forrester, Kennesaw State University, Kennesaw, Georgia, USA
Armen Tashchian, Kennesaw State University, Kennesaw, Georgia, USA

ABSTRACT

Student teams are commonly used in business education and the ability to work in teams is a skill valued by both business educators and business managers. This paper reports results of an empirical study which investigated effects of task and social cohesion on team performance. Task cohesion was a significant predictor of team effort, team effectiveness, and team work satisfaction. Social cohesion was a significant predictor of team effectiveness but was not significant in predicting team effort or team work satisfaction. These findings suggest that students are more likely to view team membership for a means of achieving task outcomes than as a way of satisfying social needs. Implications for team formation and facilitation are discussed.

Keywords: *Group Dynamics, Social Cohesion, Task Cohesion, Team Performance*

24. IMPACT OF AGRICULTURAL EXPORTS ON LOCAL ECONOMY: A CASE STUDY OF SAN JOAQUIN VALLEY IN CALIFORNIA

Eungsuk Kim, California State University-Stanislaus, Turlock, CA, USA
Kelvin Jasek-Rysdahl, California State University-Stanislaus, Turlock, CA, USA

ABSTRACT

This paper examines impact of agricultural exports on local economies in the San Joaquin Valley region in California. Using sub-state level trade and employment data, this paper shows that the San Joaquin Valley region has a high degree of concentration in agricultural goods and services. Case studies of almond and food processing industries also suggest that exports activities from those industries resulted in relatively high employment and output multipliers for the local economies. Thus, this paper provides empirical evidences that international exports can induce substantial economic benefits to even agriculturally based local economies and needs for developing strategic trade policies at the local level.

Keywords: *San Joaquin Valley, Agricultural Exports, Almond Exports, Food Processing Exports, International Trade, Input-Output Model, Employment Multiplier Effects, Output Multiplier Effects*
