

ABSTRACTS**1. THE RENT-MINIMIZING SPATIAL EQUILIBRIUM MODEL WITH POLLUTION TAXES ON COAL**

C. W. Yang, Clarion University of Pennsylvania, Clarion, Pennsylvania, USA
Tony R. Johns, Clarion University of Pennsylvania, Clarion, Pennsylvania, USA
M. J. Hwang, West Virginia University, Morgantown, West Virginia, USA
Ken Hung, National Dong Hwa University, Hualien, TAIWAN

ABSTRACT

Since the sulfur emission tax is a critical environmental issue, the impact of such a tax plays an important role in implementing a socially desirable policy especially in the presence of the North American Free Trade Agreement. A rent-minimization spatial equilibrium model is implemented to the U.S. coal market with an assessed 20% and 50% pollution tax to all the coal-producing regions. It is found that the U.S. coal market would be disintegrated into four independent submarkets. The significant decrease in interregional trade would lead to an increased level of autarky in the U.S. coal market. In addition, it would give rise to the lower efficiency level due to such pollution taxes.

Keywords: *pollution tax, spatial equilibrium model, U.S. coal market*

2. TACTICAL ASSET ALLOCATION FOR INVESTORS WITH ASYMMETRICAL WEALTH ENDOWMENTS

H. Swint Friday, Texas A&M University – Corpus Christi, Corpus Christi, Texas, USA
Amy Brown, Texas A&M University – Corpus Christi, Corpus Christi, Texas, USA
Steve Hammons, Texas A&M University – Corpus Christi, Corpus Christi, Texas, USA
Brent Maynard, Texas A&M University – Corpus Christi, Corpus Christi, Texas, USA

ABSTRACT

Investors experience asymmetrical wealth endowments when their portfolio becomes skewed from over-investment in one or a few undiversified investments. Assets that contribute to the asymmetrical endowment often include personal residences, small business investment, and company ESOP's and executive stock options. According to modern portfolio theory, an over allocation in an asset or asset class leads to a sub-optimal portfolio allocation. Sub-optimal portfolios provide inferior returns relative to the level of risk associated with the portfolio. There are a number of strategies to address allocational skewness ranging from the simple strategy of selling one asset and buying another to increase diversification to more complex strategies such as options collars and equity swaps. Each of these strategies is explored in this analysis.

Keywords: *Asset Allocation, Asymmetric Wealth Endowment, Investments, Diversification, Asset Management, Portfolio Management*

3. SIZE AND MARKET-TO-BOOK VALUE RATIO IN GENERATING EQUITY RETURNS IN THE EMERGING STOCK MARKET OF BANGLADESH

Mazhar M. Islam, Alabama A&M University, Huntsville, Alabama, USA
Rafiqul Bhuyan, California State University, Sacramento, California, USA
M. Zahedur Rahman, East West University, Dhaka, BANGLADESH

ABSTRACT

This paper attempts to expand the empirical evidence on the equity returns by examining the cross-sectional data on of the emerging stock markets of Bangladesh. Using data compiled by the Bangladesh Bank on forty joint stock companies listed on the Dhaka and Chittagong Stock Exchanges for the period of 1992 to 2002, we provide evidence that the factors that drive cross-sectional-differences in expected stock returns are significantly different from those of many other emerging markets. Although cross sectional returns explain little by companies' size and the market-to-book value ratio individually, but in aggregate these two factors play a significant role. Our statistical results also show the importance of time variation in the volatility of stock prices of the emerging stock market of Bangladesh.

Keywords: *Market-to-Book Value, Emerging Stock Market, Equity Returns, and Volatility*

4. CHIEF EXECUTIVE COMPENSATION AND INSTITUTIONAL OWNERSHIP

Yixi Ning, University of Houston-Victoria, Texas, USA
Jifu Wang, University of Houston-Victoria, Texas, USA
Zhiwen Xiao, University of Kentucky, USA
Ke Zhong, University of Texas at Tyler, Texas, USA

ABSTRACT

In this study the impact of institutional ownership is explored on the structure of CEO compensation. Evidences indicate that large increases in institutional ownership significantly reduce the level of CEO compensation and compensation risk. However, no significant evidence shows that the CEO pay-for-performance sensitivity is affected by institutional holdings.

Keywords: *Corporate governance, institutional ownership, chief executive compensation*

5. CHALLENGES FACING IMPOVERISHED FAMILIES WHEN DISASTER STRIKES: OPPORTUNITIES FOR MICROFINANCE

Warner Woodworth, Brigham Young University, Provo, Utah, USA

ABSTRACT

Management of microfinance institutions (MFIs) when disasters of nature strike Third World families is the focus of this paper. Practical strategies include restarting operations, preserving staff security, adjusting collection methods, recapitalizing devastated village banks, extending timelines for credit and repayments, jump starting informal economies, coping with the deaths and injuries of microentrepreneurial clients and their families, and so on. We will also discuss how MFIs provide humanitarian aid to clients hardest hit—in natural calamities such as hurricanes and earthquakes. Drawing on the author's personal experiences, direct observations, and the lessons of others, this paper shows some of the stress and strain, as well as policy innovations that microfinance managers may implement in difficult conditions.

Keywords: *Microfinance, Disaster Relief, Microcredit Practices, Village Banking, Rebuilding*

6. A REVISED MODEL OF WORK ADJUSTMENT, WORK ATTITUDES AND WORK BEHAVIOR

Aharon Tziner, Netanya University College, Netanya, ISRAEL

ABSTRACT

Tziner and Meir (2001) present a model of work adjustment designed to elucidate the complex interrelationships among the many features of the employee and the work place that affect work satisfaction and performance, and ultimately the success of the organization. In light of the results of recent studies, which confirm many of these relationships but find no support for others, a revised version of the model is proposed here.

Keywords: *model of work adjustment, employee, work place*

7. USING MULTI-ATTRIBUTE UTILITY THEORY TO INCORPORATE STUDENT PREFERENCES INTO CLASSROOM PERFORMANCE ASSESSMENT

Inshik Seol, Clark University, Worcester, Massachusetts, USA

ABSTRACT

Previous research has shown that participative approaches increase motivation which, in turn, increases performance. This paper discusses a technique that systematically incorporates students' preferences into classroom performance assessment criteria in an introductory accounting course. This study aids instructors by allowing them to more systematically design a classroom performance assessment system.

Keywords: *Multi-attribute Utility Theory, Participative Performance Assessment, Motivation*

8. MENTORING WITHIN THE ACCOUNTING PROFESSION: AN AUSTRALIAN PERSPECTIVE

Pamela Mathews, School of Commerce, Charles Sturt University, Waga Waga, AUSTRALIA

Jenny Kent, School of Commerce, Charles Sturt University, Waga Waga, AUSTRALIA

ABSTRACT

The accounting profession has long recognised the need for continuing and professional education for its members. While a large part of this has been focused on providing formal, professional courses for the ongoing registration of practicing accountants, an increasingly significant aspect of preparing accountants for full professional recognition is being addressed through the use of mentoring programs.

Like many organisations in today's business environment accounting firms have been experiencing problems associated with the attraction, retention, motivation, satisfaction and development of their staff (Wolosky, 2005; Anonymous, 2004; Weinstein and Schuele, 2003; Viator, 1999). Traditional approaches to induction/orientation and support of graduates and new employees have fallen short of addressing these issues, and studies have shown that many accounting professionals not only leave an organisation, but also the profession (Anonymous, 2004; Kleinman, Siegel, and Eckstein, 2001). In an attempt to stem the flow of people from the profession, accounting professional bodies world wide have returned to the use of formal and informal mentoring programs.

This paper examines, with reference to CPA Australia, the reasons behind the shift to more formal mentoring programs, what the professional body hopes to achieve through this process, and how mentoring differs from the previous work experience arrangements used in accounting firms.

Keywords: *Mentoring; staff development; accounting profession*

9. COMPETITIVE BANKING AND STABILITY: AN AUSTRALIAN PERSPECTIVE

Trevor Coombes, Victoria University, Melbourne, AUSTRALIA

ABSTRACT

Deregulation left in its wake a void in macroeconomic theory regarding the nature of the money process in a competitive banking environment, which has largely been filled by Post Keynesian monetary theory. On the Post Keynesian view that competitive banks are inherently fragile, and are able to create money at the stroke of a pen, the inevitable outcome of deregulation is over lending, which adversely affects economic activity and the safety of deposits. In other words, endogenous money in a Post Keynesian framework finances economic instability. I offer a counter argument to this view. In making this argument I fill the void in monetary theory by presenting a simple model of competitive banking and an alternative endogenous money process.

Keywords: Post Keynesian monetary theory, bank, money process

10. AN EXPLORATORY INVESTIGATION OF BRAND INSISTENCE IN RETAILING

Richard A. Heiens, University of South Carolina Aiken, Aiken, South Carolina, USA

Larry P. Pleshko, Kuwait University, KUWAIT

Leanne C. McGrath, University of South Carolina Aiken, Aiken, South Carolina, USA

ABSTRACT

Brand insistence (BI), defined as purchasing only a single brand within a category, is shown to be evident for the buyers in four different retailer types. Users of health clubs, medical clinics, fast-food outlets, and convenience stores are studied, and the findings indicate that brand insistent buyers are different from other buyers on a variety of items within each of the categories. In particular, BI buyers are found to have less experience in the number of stores purchased from and to make a larger percentage of buys from a single store than other buyers. Also, in many instances, BI buyers are shown to have smaller choice set sizes than other buyers. Finally, BI buyers and other buyers do not have different perceptions of risk; and, therefore, risk aversion does not appear to be a factor in generating brand insistence with users of each category.

Keywords: Brand Insistence, Retailing, Convenience Products, Preference Products, Shopping Products, Specialty Products

11. INSTITUTIONAL CONSTRAINTS AND CORPORATE GOVERNANCE IN EGYPT

Samir M. Youssef, American University in Cairo, EGYPT

ABSTRACT

Egypt, a developing country going through transition from a socialist economy to a free market economy, is currently experiencing a growing surge in corporate governance. This paper assesses this experience in light of the widely known shareholders and stakeholders perspectives. Both approaches appear to be constrained by political and social forces. Until the institutions of the market economy are developed the State will continue to play a central role in settling conflicting claims on corporate resources within a framework of a social contract that is evolving and adaptive.

Keywords: Corporate governance, stakeholders, shareholders, Social Contract, developing Countries, Transition Economies, Egypt

12. STRATEGY DEVELOPMENT FOR MAXIMIZING REDUCED DIVIDEND TAX AND INVESTMENT INTEREST DEDUCTION

James G.S. Yang, Montclair State University, Montclair, New Jersey, USA
Zu-Hsu Lee, Montclair State University, Montclair, New Jersey, USA
Leonard J. Lauricella, Montclair State University, Montclair, New Jersey, USA
Beixin Lin, Montclair State University, Montclair, New Jersey USA

ABSTRACT

Both qualified dividends and long-term capital gains are now taxed at only 15% for individual taxpayers, but there are conditions to be met. This paper points out that if a taxpayer wants to receive this favorable tax rate, dividends and long-term capital gains cannot be treated as investment income in determining the investment interest expense deduction. This may result in the investment interest expense not being currently deductible. Therefore an investor faces a dilemma between the reduced tax rate and the investment interest expense deduction. In fact, choosing one result or the other may not be the best approach. Different investment income is taxed at different rates. Interest income and short-term capital gains are still taxed at a maximum rate of 35%. The maximum benefit from the investment interest expense deduction can therefore be obtained by offsetting investment interest expense against interest income and short-term capital gains. This paper offers an optimal model that allocates the investment interest expense deduction against interest income and short-term capital gains. As a result the approach may require deferral of some or all of the investment interest expense deduction to future years.

Keywords: *qualified dividend, long-term capital gains and losses, short-term capital gains and losses, interest income, ordinary income, investment income, investment interest expense, present value, tax liability*

13. THE HALO EFFECT OF AGE ON DURABLE GOODS PRICES: AGE, RELIABILITY AND THE USED CAR MARKET

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

ABSTRACT

In this paper we investigate the halo effect of age on reliability perceptions in the durable goods market. The perceptual influence known as halo effect is when consumers' perceptions of various attributes are colored and influenced by the general evaluation of the product, sometimes based on some other salient attribute. In this paper we are investigating whether the age of durable goods influence the perception of reliability. Empirical testing of the used car market show that the age of the car influences perceptions of reliability and ultimately prices, even when the actual reliability of the specific car model made in the year is known.

Keywords: *Halo Effect, Durable Goods Marketing, Prices*

14. STUDENT PERCEPTIONS OF UNIONS: A COMPARATIVE STUDY

Rod D. Raehsler, Clarion University, Clarion, Pennsylvania, USA
James G. Pesek, Clarion University, Clarion, Pennsylvania, USA
Robert S. Balough, Clarion University, Clarion, Pennsylvania, USA

ABSTRACT

This paper focuses on discovering changes in the labor union attitudes of future workers (students) by comparing surveys distributed in 2003 with those given in 1986. Both surveys were given at a small western Pennsylvania university and while results support current research on labor union attitudes, it is found that students in the more recent sample display more positive attitudes toward labor unions than students in the 1986 sample. In the 2003 sample, student attitudes toward labor unions are found to depend on academic major.

Keywords: Labor Unions, Student Attitudes, Chi-square tests, Analysis of Variance

15. CORPORATE ENTREPRENEURIAL ORIENTATIONS IN STATE OWNED ENTERPRISES IN MALAYSIA

Harry Entebang, Universiti Malaysia Sarawak (UNIMAS), Kota Samarahan, Sarawak, MALAYSIA
Shazali Abu Mansor, Universiti Malaysia Sarawak (UNIMAS), Kota Samarahan, Sarawak, MALAYSIA
Chin-Hong Puah, Universiti Malaysia Sarawak (UNIMAS), Kota Samarahan, Sarawak, MALAYSIA

ABSTRACT

The growth of Government Linked Companies (GLCs) in Malaysia has been phenomenal in terms of investment, production, revenue and range of activities. GLCs constitute a substantial portion of the Malaysian economy and they have been regarded as instruments of national growth, supplementing the Government's efforts to promote the social and economic goals and objectives of the country. However, the general performance of GLCs continues to be a major concern. Research on these companies is minimal. This study attempts to determine the level of entrepreneurial orientation in a sample of GLCs in Malaysia in relation to the dimensions of innovation, risk taking, proactiveness and aggressive competitiveness. According to the findings of the study, based on a questionnaire survey, the GLCs show positive entrepreneurial behavior in innovation, proactiveness and competitive aggressiveness, but are low in their rating for risk taking.

Keywords: Corporate Entrepreneurship, Entrepreneurial Orientation, Government Linked Companies

16. MUTUAL FUND INDUSTRY AND THE RATING SYSTEM

Asli K. Ogunc, Texas A&M University-Commerce, Commerce, Texas, USA
Syed Rahim, Texas A&M University Commerce, Texas, USA

ABSTRACT

Since its establishment in 1924, the mutual funds industry has seen unprecedented asset growth. Today nearly 8,000 mutual funds valued around \$7 trillion are owned by nearly 50% of US households. Despite the volatile stock market and low interest rates, the mutual fund industry "as a whole" managed to increase market share. However, it is important to note that the make up of the mutual fund industry has also been changing rapidly. Currently, five mutual fund companies have nearly 90% of net sales. This figure is up over 100% from a decade ago; in 1990 the top five companies accounted for only 34% of the total assets. American Funds which is the smallest of top 3 mutual fund companies have twice the assets

of its nearest competitor, Franklin Templeton. How are the top mutual fund companies growing so rapidly? Are they getting bigger due to higher efficiency or economies of scale or do they get help from rating agencies? In this paper, we examine the independence of ratings from the funds asset size and/or the family they belong to. Our results suggest that the ratings assigned to mutual funds are not independent of their size, nor is it independent of the fund family they belong.

Keywords: Mutual Funds, Morningstar, rating bias

17. ON THE RELEVANCE OF IBN KHALDUN'S MODEL OF ECONOMIC DEVELOPMENT

Adil H. Mouhammed, University of Illinois at Springfield, Illinois, USA

ABSTRACT

In his Muqaddimah published in 1377, Ibn Khaldun, a great Arab historian, provides a magnificent analysis to the process of economic development, which this paper aims at explaining and providing since the existing literature has neglected such contribution. It is an analysis that takes into consideration domestic and international linkage among various countries. For the cumulative process of economic development, he concentrates on specialization of labor, freedom to choose occupations, market and profit incentives, a minimal government intervention, free international trade and factor movement, education and knowledge, and productivity. The records of the American economy during the 1990s and of the current Chinese economic performance have provided a clear substantiation for his model. This paper concludes that other countries need to consider the adoption of Ibn Khaldun's model for their development and transformation, because it is superior to the existing development models of monopoly capitalism, which are based on large corporations and government restrictions favoring there and other powerful institutions.

Keywords: Division of labor, Freedom of choice of occupations, Aggregate demand, Optimum tax rates, Supply-side economics, Economic interdependence, Multiplier-accelerator, Productivity, Education and human capital, Free international trade, Capital accumulation, and Immorality or corruption

18. A STUDY ON THE ROLE OF OCCUPATION IN THE TURNOVER PROCESS OF INFORMATION TECHNOLOGY PROFESSIONALS

G. Revathi, Indian Institute of Technology – Madras, Chennai, INDIA

T. J. Kamalanabhan, Indian Institute of Technology – Madras, Chennai, INDIA

ABSTRACT

This study on IT professionals tested whether incorporating occupation-related variables such as occupational commitment, occupational turnover intention and occupational interest in the IT profession, would enhance the understanding of the IT turnover phenomenon. The findings showed that interest in the IT profession was a significant predictor of job satisfaction and organizational commitment, as well as of occupational commitment. Occupational commitment was also found to be a significant predictor of turnover intent from the occupation, which in turn was a significant predictor of turnover intent from the organization.

Keywords: Information Technology; turnover intent; occupational interest; occupational commitment; organizational commitment; job satisfaction

19. COULD THE ADVANCEMENT OF INTERNET CONTRIBUTE TO PRICE HARMONIZATION?

Hon-Tshin Emily Yapp, Universiti Malaysia Sabah, Labuan F.T, MALAYSIA
Hock-Ann Lee, Universiti Malaysia Sabah, Labuan, F.T., MALAYSIA

ABSTRACT

This paper is a combination of electronic marketing about price harmonization and international economics. It has been conducted to examine the impact of internet on price harmonization. Eight East Asian economics data namely; Hong Kong, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore and Thailand had been selected. The data are then divided into two different sample periods which are the Pre-Internet Age period (October 1980 – December 1989); and Internet and Wireless Age period (January 1990 – December 2005). To investigate price harmonization, theory of international economics, namely purchasing power parity has been used. It is found that there is no evidence of price harmonization during the Pre-Internet Age period as well as the Internet and Wireless Age period. The major implication of this study is that, pricing strategies are the important element in marketing as a whole.

Keywords: Price harmonization; Pricing; Purchasing power parity; Electronic marketing; Internet

20. RESOURCE-BASED AND REAL-OPTION PERSPECTIVES ON MICROSOFT'S NEW VENTURES

Deepak Kumar Subedi, Marshall University, West Virginia, USA

ABSTRACT

This article analyzes Microsoft's recent entry into new (non-computer) markets. The resource-based view is used to understand Microsoft's decision to enter into markets, which are different from the core of its business. Similarly, the real option perspective is utilized to explain the strategic value of these new investments. This case exemplifies the need for organizations to position themselves to benefit from future contingencies.

Keywords: Business Strategy, Resource-based view, Real Option

21. A PROFILE OF THE MARKETING PROFESSORATE

Ravindra R. Kamath, Cleveland State University, Cleveland, Ohio, USA
Edward G. Thomas, Cleveland State University, Cleveland, Ohio, USA
Giovanna Carillo, Cleveland State University, Cleveland, Ohio, USA
Yi Wang, Cleveland State University, Cleveland, Ohio, USA

ABSTRACT

This article presents a profile of the marketing professorate in the United States. Information on 14 demographic variables for marketing faculty in U.S. colleges and universities was collected and analyzed for two time periods: 1994-1995 and 2002-2003. The resulting profile of marketing faculty should be of interest to students who are considering marketing as a major, those contemplating entering the profession, and those faculty members who are engaged in educating the next generation of marketing faculty members.

Keywords: Profile of Marketing Faculty in the United States; General Characteristics of Marketing Faculty; Teaching Interests of Marketing Faculty; Research Interests of Marketing Faculty

22. USING BLACKBOARD CMS TO FACILITATE AD HOC COMMITTEE WORK BY FACULTY: A CASE STUDY IN REDESIGNING AN MBA DEGREE PROGRAM

Khalid M. Dubas, Fayetteville State University, Fayetteville, North Carolina, USA
Lewis Hershey, Fayetteville State University, Fayetteville, North Carolina, USA

ABSTRACT

An MBA Curriculum Committee was set up in spring 2005 to redesign the MBA curriculum at Fayetteville State University. The committee decided to set up a website at blackboard.uncfsu.edu, a service provided by blackboard.com for Fayetteville State University. The website facilitated communication among the committee members and served as a notice board and a convenient place for communication and documents. The lead author of this manuscript served as one of two coordinators of the MBA Curriculum Committee. The committee successfully redesigned the MBA curriculum in one month and presented the redesigned curriculum proposal to the MBA program director for implementation.

Keywords: *Business Education, Office Administration/Management, Technology/Innovation, University/Department Service, MBA Curriculum Design*

23. IDENTIFICATION AND MEASUREMENT OF GRADING BIASES

Ernesto C. Lucas, Hawaii Pacific University, Honolulu, Hawaii, USA

ABSTRACT

The objective of this study is to identify and measure the sources of grading biases. There are two types of grading biases, the requirement bias and the weight bias. Requirement bias arises because of the requirements of certain courses that do not measure adequately the strength and knowledge of the students. Rather, these biases emphasize the inherent weaknesses of the students. The weight bias arises because the instructor assigns an arbitrary weight to certain requirements. The values reflect the biases of the instructor regarding the relative difficulty or importance of the requirement.

This study aims to develop appropriate weights to each requirement. The weights measure the productivity of the student and are derived by applying a Cobb-Douglas production function on the scores of the students. The grade distribution obtained from the linear and biased estimate and the grade distribution obtained from the unbiased Cobb-Douglas production function were tested for differences using the Chi Square test and the Chow test. The results show that the grade estimate between the biased linear and the unbiased Cobb-Douglas estimate are not significantly different. This result is important because it validates the tradition of most professors who are more familiar with the linear biased estimate than the unbiased estimate obtained from the Cobb-Douglas production function.

Keywords: *sources of grading biases, Cobb-Douglas production function*

24. RESOURCE AND BUSINESS COMPETENCIES OF FRESH FRUIT RETAILERS IN MUMBAI

Veena Goel, Punjab Agricultural University, Ludhiana, INDIA

ABSTRACT

Study indicated that the fruit retail sector in Mumbai still remains predominantly traditional, retailers are managers cum entrepreneurs of their business enterprises, operate from both organized and unorganized sector markets, develop business competencies through informal personal learning experiences, and the market planning, execution and evaluation are intuitive. Resource – business competencies impact the business objectives and potentials. Target markets of the small and medium sized retailers are medium

and low price segments. They keep overhead costs minimal, rely upon own labour, blend marketing mixes with narrow product lines of medium to low qualities and values, negotiate prices, reach closer to customers and choose such purchase sources that keep cost prices low. Target markets of the large sized retailers are high and medium price segments. They blend the marketing mixes with broader product selection choices over extended periods, maintain product quality, capitalize on fixed / differentiated / complementary pricing, emphasize customer retention and market development. Small segment of upwardly mobile has begun to look for variety, consumer packs, convenience, hygiene and shopping atmosphere. The so called 'innovators' from the medium and large sized retailers look out for opportunities to push new or low priced products to capitalize on enhanced perceived utility for customers while 'imitators' do so after watching the market situation. Due to seasonal character of the industry all sized retailers continuously revise market decisions and alter market offerings to minimize risks and losses, realize their business objectives thereby maintain a stable flow of income.

Keywords: *Fruit retailers, resource competencies, business competencies, marketing mix*
