
ABSTRACTS**1. THE COMPLETE INDEPENDENCE OF THE AUDIT COMMITTEE**

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ABSTRACT

The Sarbanes-Oxley Act calls for a structurally independent audit committee for the board of directors of publicly-listed firms. This requirement is justified from the standpoint that outside directors are better stewards of corporate governance oversight than inside directors. It is the contention of this paper that an audit committee could be structurally independent, and still the outside directors may not fully exercise independent judgment. After all, directors are human beings and their emotions may consciously or subconsciously blur their objective judgment. Based on structured interviews with corporate governance experts, this paper exposes an unseen dimension of independence that spans beyond the conventional structural issue, namely the extent of the psychological bond characterizing the interactions between the directors and the management team (and specifically the CEO). Indeed, an audit committee could not be considered truly autonomous unless the assessment accounts for the crucial psychological dimension.

Keywords: Audit Committee; Board of Directors; Corporate Governance, Financial Reporting; Management of Earnings; Structural Independence; Psychological Independence

2. PERFORMANCE AND GLOBAL OR LOCAL RESPONSIVENESS STRATEGY FOR MULTINATIONAL ENTERPRISE

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ABSTRACT

The objective of this paper is to help academics and managers in formulating conditions when global strategy can give better results than local responsiveness strategy and vice versa. Important insights from the theory of cognitive development are attracted. One important implication is that the proposed "fit" can reduce costs connected with making an incorrect ownership decision for multinational enterprises in foreign markets, because "wrong" strategy can lead to high costs of changing the ownership of the enterprise. Empirical tests based on samples of international joint ventures and investments in global and local industries determined according to Ghoshal and Nohria's (1993) classification are performed. Results of statistical analysis indicate that international joint ventures and Western partners of international joint ventures have better performance using global strategy, that is, investing rather in global industries than in industries with local responsiveness.

Key words: Global strategy, Local responsiveness strategy, Multinational enterprise, Performance

3. THRESHOLD AND TRANSFORMATION

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ABSTRACT

This paper explores two closely-related concepts of relevance to teaching and learning in higher education and management education, in particular: threshold and transformation. Threshold concepts and transformational (or transformative) learning are defined and explained, and their relevance demonstrated, with reference to germane theoretical underpinnings and established practice. A dozen threshold concepts are identified that characterise the higher education classroom employing studentcentred, experiential, and holistic education to achieve deep learning. Three are explained in

detail to illustrate threshold concepts and how they work: *the process is the solution, teaching for the unknowable, and the classroom as a community*. Four extensive vignettes depict threshold and transformation as they emerge in the management classroom, revealing the conditions in which they might occur, the threshold moment, itself, and the transformation and its impact on individual learners and others in the class. The synthesis of threshold and transformation this paper introduces shows how the two concepts are integrally related and operate synergistically to produce remarkable learning outcomes. It is argued that conventional approaches – exemplified by eight “unspoken rules to management education” – fall short in equipping students for an unknown and, perhaps, unknowable future. Applying the principles of threshold and transformation is a new approach to teaching and learning that better prepares students for the real world, and may revolutionalise the way students and teachers experience and exploit the classroom.

Keywords: *Higher Education; Learning; Pedagogy; Management Development; Management Education; Threshold Concept.*

4. IS IT NECESSARY TO DEVELOP IFRS (INTERNATIONAL FINANCIAL REPORTING STANDARDS) FOR MICRO-ENTITIES?

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ABSTRACT

The research of IASB has shown that IFRS for SMEs should be used mainly by the entities which do not have public accountability – i.e. that its equities are not publicly traded and do not hold assets in a fiduciary capacity for a broad group of outsiders. The typical size of SME for which should be IFRS for SMEs developed is about 50 employees. Those standards may not be suited to the smallest entities within the SME spectrum – for micro entities. Micro entities are the smallest entities within the spectrum of small and medium entities. The paper presents findings of an investigation into the users of micro entity financial reports and their information needs. The analysis of the legal status of micro entities across national jurisdictions and the nature and format of existing financial reports that these entities produce and needs of possible harmonization of their financial reporting is the key objective. First, the micro entities and their significance are defined. Then the users of financial statements and their information needs are examined. In conclusion is the IASB Exposure Draft for SMEs evaluated and modified (reduced) for micro entities.

Key words: *Micro entity, IFRS, harmonization, corporate income tax base*

5. SUCCESS AS THE DRIVER IN THE SOCIO-ECONOMIC EQUATION TRILOGY: PART 1

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ABSTRACT:

This paper introduces the Socio-Economic Equation for Systemic Success, and defines the major interdependent components to be integrated in organizational cultures and their contextual environment. It is the first paper in a trilogy to be presented. The focus of this paper is first in defining success in the 21st century pointing out the differences apparent in earlier times; and second in defining the macro components in the numerator of Leadership, and Management in the divisor. In this way beginning to understand the variables involved and the necessity for new learning. This paper points to use of a new learning paradigm: Learning to BE, Learning to LEARN, and Learning to DO as a means of developing the members of organizations and their environment in a purposeful way.

Key Words: *Systemic Success, whole, socio-economic*

6. RELATIONSHIP MARKETING MANAGEMENT and SATISFACTION/LOYALTY: EFFECTS OF GENDER, AGE, AND INCOME

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ABSTRACT

This paper synthesizes the literature on relationship marketing in the financial services area and develops a conceptual model and related hypotheses which suggest that differentiated service for relationship customers are expected to result in greater satisfaction, which, in turn, increases loyalty in terms of likelihood to reuse financial services and recommend them to others. Furthermore, this paper evaluates the extent to which key demographic variables moderate these relationships. The conceptual model and hypotheses were tested with data collected using questionnaires in a telephone survey setting. 1,149 customer responses were analyzed using a series of analysis of variance, regression, and analysis of covariance techniques. The empirical analysis shows that application of a relationship tiered strategy and protocols results in customers who have a significantly higher level of satisfaction, and a corresponding level of loyalty, than lower-tiered non-relationship customers. Although there is not conclusive evidence of moderating effects of the demographic variables studied, we report some potential evidence of such effects that will require further research to confirm. As implementation and management of specialized relationship protocols is expensive for financial institutions, these findings indicate that those protocols are important tools in terms of achieving and maintaining high-value customer satisfaction. However, they also suggest that tailoring those protocols for gender, income level, and age may not be necessary, and that available resources may be better directed in other areas.

Keywords: *Customer Relationship Marketing, Customer Satisfaction, Customer Loyalty, Profitability Database Marketing Systems, Demographic Analysis, Segmentation*

7. THE EFFECT OF COMPUTER ENJOYMENT ON COLLEGE STUDENT COMPUTER USAGE

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ABSTRACT

This study examines the effect of college students' perceptions of the Enjoyment of using computers on their level of computer Usage. Results validate the Enjoyment construct and find a significant positive relationship to Usage. The results add to a broader view of the relationship between student perceptions and system usage.

Keywords: *Enjoyment, Computer Usage, User Acceptance*

8. NORMATIVE MOTIVES OR MORAL STIMULI: CONFORMING TO ACCOUNTING REGULATION IN THE UK

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ABSTRACT

The most prominent roles of accounting rules lie in their significance in promoting the transparency of financial reports and establishing confidence in the profession. However their effectiveness depends largely on the degree to which companies cooperate with reporting requirements. This paper sets out to investigate the nature of cooperation with accounting rules and explore the motives behind cooperation in the UK context by addressing issues related to the role of normative and moral factors in the cooperative decision. Factors deriving from the literature review on theories of conformity and accounting regulation are used in semi-structured interviews. The findings suggest that cooperation with accounting regulation is more induced by normative influences than moral and ethical stimuli and that the potential motivations for non-cooperation are far more likely to form the basis of a strategic decision rather than a string of operational policy decisions. This result is believed to have a significant effect on the development of sound accounting regulatory frameworks and the nature of efficient enforcement systems.

Keywords: *Cooperation, Compliance, Conformity, Accounting Regulation*

9. ETHICAL CHARACTERISTICS OF ACCOUNTANTS IN THAI TEXTILE INDUSTRY

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ABSTRACT

This purpose of this study is to examine the antecedents and consequence of ethical characteristics. This study draws on theoretical perspective to develop hypotheses that propose shared value and organizational policy as key antecedents to ethical characteristics, as well as relationship between professionalism, universalism, and job performance. The results indicate that organizational policy and corporate reputation have significant positive impacts on ethical climate. Also, professionalism and universalism have significant positive effects on job performance, and ethical behavior is positively related to professionalism. Both theoretical and managerial contributions are explicitly provided. Conclusion and suggestions and directions for the future research are described.

Keywords: *Ethical Characteristics, Shared Value, Organizational Policy, Universalism, Professionalism, Corporate Reputation*

10. MARKETING KNOWLEDGE NECESSARY TO INCREASE THE COMPETITIVE ADVANTAGES IN EXPORT OF ENTERPRISES' CLUSTERS

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ABSTRACT

This theoretical essay searched to list the necessary knowledge in marketing, to increase the competitive advantages in the export of clusters. The necessary knowledge to clusters deals with international marketing, International marketing research, and consumer behavior, differentiation, positioning and brand. The theoretical body of the present study propitiated the elaboration of propositions: 1) the existence of domestic markets in determined countries that are saturated, thus generating a chance to clusters of companies to export its products; 2) the cultural factor influences significantly the products export process to the international markets and must be considered; 3) the international research of marketing is an indispensable tool and must widely be used by the controlling of marketing of clusters as a form of collection of information that later are transformed into knowledge and decisions; and 4) it must be associated to the cluster a brand that will guarantee the differentiation of its products. So, it was observed that this knowledge in marketing is necessary to add competitive advantage in the process of cluster's products exportation.

Keywords: Marketing. Knowledge. Export. Competitiveness. Enterprises' clusters

11. FROM NARRATIVE/STORYTELLING GENRES TO INNOVATION

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ABSTRACT

The adoption of narrative storytelling genres can aid the strategic planning and implementation for various phases of the innovation process. Five narrative genres are introduced and applied to stages of the innovation process. A new narrative tool, the DUCT analysis is related to the development of scenarios for business analysis. An allegorical narrative is developed for market testing.

Keywords: Storytelling, storymaking, vignettes, metaphors, scenarios, DUCT analysis, allegory

12. OBSTACLES 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.

Keywords: "environment, globalization, corporations"

13. INFORMATION TECHNOLOGY AND BUSINESS AWARENESS DIAGNOSTIC TOOL

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ABSTRACT

This paper provides an overview of three widely employed IT governance sets of procedures; these are COBIT, ITIL and OPM3. The main purpose of this study is to propose a new conceptual framework for an IT-Business Awareness Diagnostic Tool. The primary objective of such a framework is to assess the degree of organizational capability in managing IT activities in relation to all business functions and provide guidelines and principles for designing IT management systems as well as setting standards for measuring the progress to be made.

Keywords: IT Governance; Business Awareness Diagnostic Tool

14. CORPORATE SOCIAL RESPONSIBILITY IN CHINESE ORGANIZATIONS

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ABSTRACT

Social responsibility in the business world has been considered the management's obligation to make choices and behave in such a way that will contribute to the welfare and interests of society as well as the organization. The aim of this paper is to explore, how corporate social responsibility has developed in Chinese organizations. Results of 34 structured interviews in Chinese companies confirm to the results of literature review, that although there are some good examples, generally among business managers in China the sense of social responsibility is quite low. The priority of most of Chinese companies' strategy is still the economic profits. A majority of Chinese companies make great efforts to improve the quality of products and services in order to achieve sustainable development and ensure the profits. Meanwhile, the condition of abiding by the business law e.g. avoiding tax evasion and labor exploitation has been greatly improved. Furthermore, Chinese companies start to pay more attention to their employees, e.g. improve their physical work condition and their welfare. However, contributions to environmental

protection and public community construction are very still weak. To summarize, China is still in the phase of economic responsibility.

Keywords: corporate social responsibility, China

15. THE STATE AND THE MARKET: A THEORETICAL FRAMEWORK

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ABSTRACT

The main aim of this paper is to review briefly the ideas of different schools of thought on different dimensions of the ideology of the state and the market. The 20th century has seen the advent of three distinct economic philosophies. The three major schools of thought are: (a) the classical doctrine that free (and unfettered) trade is best, which - starting with Walrasian 'general equilibrium' theory, and expounded in terms of the 'Pareto-optimum' - has today crystallised in the concept of 'minimum government' (propounded most effectively by Friedrich Von Hayek) accompanied by Milton Friedman's monetarist approach which prescribes a monetary policy calculated to bring about zero inflation, no matter what the consequences; (b) the modified Keynesian-cum-Kaleckian approach of state intervention with a view to maintaining full employment, even while keeping in place many of the institutions (and the institutional framework) of a capitalist society; and (c) the Marxian concept of a socialist society, which was given a form by Lenin, after the October, 1917 Revolution in Russia.

Keywords: State, Market, Growth, Development

16. POVERTY AND DISTRIBUTIONAL IMPLICATIONS OF RISING FOOD PRICES

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ABSTRACT

This paper explores the effect of rising food prices on poverty and inequality. Based on a panel of 56 countries that covers the period between 1980 and 2000, we find that the current trend in food prices is likely to have three separate effects across the distribution of income. First, we find an increase in precautionary savings in the bottom of the distribution as food purchases represent a large share of household expenditure. Second, higher food prices imply higher income for agricultural households. This effect is significant for the bottom 40 percent of the population. And third, international market participation can limit the gains from larger domestic food prices. These effects monotonically decrease along the distribution of income. All else equal, our findings imply that developing and emerging economies are likely to benefit most as they exhibit larger rural employment; on the other hand, larger precautionary savings among the poor could be associated to welfare losses and lower consumption.

Keywords: Food Prices, Inequality, Subsistence, Poverty.

17. INDIGENT CRIMINAL DEFENCE: QUALITATIVE REVIEW ON ECONOMICS VALUE

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ABSTRACT

This article reviews indigent criminal defence programs on an international level and generally concludes that societies want to protect legitimate society members', within the respective society's jurisdiction, fundamental property rights concerning criminal prosecution. While this conclusion was as the researchers expected, several unexpected and contrary observations were noted. Society wealth and a greater return on investments of public funds can dramatically shift a society's value of basic shared rights.

Keywords: *Indigent Defence, Values, Public Funds, Criminal Policy*

18. EXAMINING THE INFLUENCE OF PERCEIVED RISK ON TECHNOLOGY USAGE: EXPLORING THE MODERATING ROLE OF TRUST

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ABSTRACT

This study conducts a comprehensive review of literature pertaining TAM model and explores how trust could play an important role in understanding technology usage. Specifically, this research explored the influence of perceived risk on technology usage. Furthermore, the moderating role trust in the relationship between perceived risk and technology usage is investigated. The author found that trust mitigates the effect of perceived risk on technology usage. Consequently, this research may provide assistance to managers for developing appropriate strategies for enhancing technology usage.

Key Words: *Technology Acceptance, Technology Usage, Trust, and Perceived Risk*

19. USABILITY AND ACCESSIBILITY STUDY FOR INDIAN E-GOVERNMENT WEBSITES

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ABSTRACT

As the e-government implementation entering into second phase, e-government websites are becoming an important vehicle for communication with users. Although, there are plenty of Indian e-government websites that are offering online services, most of them have not been tested for usability and accessibility standards. The present study assesses twenty Indian e-government websites for usability and accessibility. The results from this research found that the Indian e-government websites are rated very low in terms of accessibility and usability.

Keywords: *E-government, usability, accessibility, HCI*

20. ROMANIAN TOURISM STRATEGIC DIAGNOSIS

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ABSTRACT

At global level, the industry of tourism represents the most dynamic activity sector, the most important generator of workplaces, and a source of recovery for the national economy. Despite the stages of conjuncture and the mutations of tourism demand, tourism services will permanently attract a continuously increasing quota of the world's population. Thus, specialists consider that, in the global perspective, travel and tourism, together with information technology and telecommunications will be the three industries of services with the highest turnover. The authors analyze the causes of the poor impact of tourism upon the Romanian economy and sketch the main development directions, meaning to transform this sector into the main engine for the development of Romania's national economy.

Keywords: *tourism, SWOT analysis, development strategies, development perspectives, Romania*
