ABSTRACTS

1. INTERACTION EFFECTS OF THE INNOVATIVE AND ENTREPRENEURIAL ORIENTATIONS OVER THE RELATION BETWEEN INTERNATIONAL MARKET ORIENTATION AND INTERNATIONAL RESULTS

Diana Marcela Escandon, Universidad Javeriana, Cali, Colombia
Miguel Hernandez Espallardo, Universidad De Murcia, Murcia, España
Augusto Rodriguez Orejuela, Universidad Del Valle, Cali, Colombia

ABSTRACT

The current investigation aims to explain the International results of exporting companies starting from the study of the market orientation concept in the international sphere, analyzing the factors that participate in the relation, like the entrepreneurial orientation, innovative orientation and the orientation to collaborative learning based in the influence of these factors from the Resources and Capabilities Theory.

Keywords: International market orientation, innovative orientation, entrepreneurial orientation

2. FACEBOOK ASSIMILATION AND RELATIONSHIP MANAGEMENT: GENDER DIFFERENCES AMONG HBCU STUDENTS

George E. Heilman, Winston-Salem State University, Winston-Salem, NC, USA
Sathasivam Mathiyalakan, Winston-Salem State University, Winston-Salem, NC, USA
Sharon D. White, Winston-Salem State University, Winston-Salem, NC, USA

ABSTRACT

Since its inception in 2004, Facebook has become an avenue for the exploration of a diverse set of issues. This pilot study, conducted at an HBCU, presents the results of an examination of students’ use of Facebook. The investigation attempts to gain an understanding of how Facebook has been assimilated into students’ lives and how they use Facebook to satisfy their social needs. The findings indicate that significant differences exist between male and female students in terms of the use of Facebook for social maintenance. There are also differences between males and females in terms of Facebook assimilation. A discussion of the study’s potential weaknesses and suggestions for future research are also included.

Keywords: Assimilation, Attitude, Facebook, Social network, Students

3. THE ECONOMIC IMPLICATIONS OF CLIMATE CHANGE: CHANGES IN CENTRAL TENDENCY AND VARIABILITY

Ryan Savitz, Neumann University

ABSTRACT

Climate change has been a topic of worldwide concern and discussion for decades. The great European heat wave of 2003 is one example of a climatic anomaly that met the two following criteria: (1) it was widely purported to potentially be due to climate change and (2) it incurred significant economic and human costs (Schar et. al. 2004). Many corporate and government entities are affected, either directly or indirectly, by such climatic phenomena. Two aspects of a changing climate are changes in the central
tendency of various climatic parameters and changes in the variability of these same parameters.
Statistical analyses are conducted in this paper in order to assess changes in central tendency and variability of the climate in Paris, one of the many cities affected by the heat wave of 2003. It is found that, contrary to the perception of some, this heat wave was most likely not due to changes in temperature variability. The economics of an environment where climatic variability is constant, and the only changes are in central tendency, are analyzed herein. It is found that such changes have a less profound negative economic impact than the situation where both variability and central tendency change.

**Keywords:** climate change, central tendency, variability, economics of climate change, risk management.

4. RELATING ARCHITECTURAL AND MODULAR INNOVATION TO ORGANIZATION STRUCTURE OF THE R&D FUNCTION

R.R.K. Sharma, Indian Institute of Technology, Kanpur, India
Surajit Saha, Indian Institute of Technology, Kanpur, India

**ABSTRACT**

We argue in this paper that architectural innovation would require expensive co-operation between different product units (irrespective of whether units are centralized or decentralized); and that modular innovation would require decentralized organization structure of the R&D function. Extensive case analysis of Intel and Samsung for architectural innovation, 3M and Johnson &Johnson for modular innovation gave support to our propositions.

**Key Words:** Innovation type, Strategic Integration and R&D organization structure.

5. TAXES AND TOURISM IN CROATIA

Jurica Šimurina, University of Zagreb, Zagreb & University of Zadar, Zadar, Croatia
Tomislav Klarin, University of Zadar, Zadar, Croatia

**ABSTRACT**

In the latest extension of European Union, Croatia became its full member. Harmonization and adjustment process to the general European policy still lasts. At the same time, Croatia makes efforts to stabilize its economy, characterized by unemployment, lack of investments, high public consumption and decreased economic activities in general. In such situation, only tourism achieves positive results and it seems most of economic activities are directed to tourism. There are also great expectations from tourism, while is considered as possible generator of socio-economic development. Due to the actual impact on Croatian economy and society, tourism experiences certain changes, provided in order to improve quality of services and to adjust tourism offering to the current market trends. Therefore, tourism required different treatment which could stimulate its development and taxes in tourism are found as one of possible tools. Taxes in tourism could use as certain stimulus or benefit to tourism activities, although in actual situation where Croatian public sector significantly depends on the tax revenues and large tax levy, possibilities are limited. This paper provides an overview of taxes related to tourism in Croatia, analysing current situation in Croatia as member of EU. In this framework, data are given with aim to show possibilities and constraints of tourism development in Croatia, proposing some courses of action.

**Keywords:** taxes, tourism taxes, tourism, Croatia
6. AN ANALYSIS OF FACTORS INFLUENCING THE SUCCESS OF CHANGING MANAGEMENT IN THAI SUGAR INDUSTRY

Fawikorn Inluang, Ph.D., Co-researcher, Tourism Economics Research Center.
Prasert Chaitip, Ph.D., Director, Tourism Economics Research Center,
Faculty of Economics, Chiang Mai University, Chiang Mai, Thailand.

ABSTRACT

The sugarcane production can also be prepared in a variety of locations depending on, the objectives and resources of the specialized mills which are the guarantors of milled sugarcane price and knowledgeable among small-scale sugarcane growers throughout the country. According the selection of econometric models and the price flexible characteristics of the crops were analyzed. This study examined sugarcane yields by estimating the supply response in Thailand from 1997 to 2011. An adopted Nerlovian adjustment model for supply responses was introduced. The main research question of this paper is to identify determinants for the comparison each of the three estimations indicates that the government policies providing the economic benefit for Thai sugar industry. The results using GMM estimators are expected to help policy makers to decide whether or not the promotion of contracted farming in sugarcane production can be farmed in a variety of locations. the average value of the state to pay benefit to farmers with the Thailand 9th NESDP which was introduced three policies applied to other agricultural policies. The value of applying payment decreased on Thailand 8th NESDP. In the Thailand 10th NESDP the value of benefit has extremely increased from the last period. Even through the implementation of these policies adapt continuously. The benefit of the government to pay benefit based on productivity at three scenario. The value of producer surplus is likely to increase.

Keywords: Producers Surplus, dynamic panel data (DPD), GMM estimator, Price support.

7. E-GOVERNMENT IN THE MENA REGION: THE CASE OF LEBANON

Akl Kairouz, Sagesse University, Lebanon
Jihad El Hokayem, IDE Business School, Ecuador

ABSTRACT

Technological inventions stand beyond limits in application to promote and sustain good governance as man travels in open space in search for and discovery of the mysteries of the galaxies. In contrast, man in most developing countries still relies upon the primitive instinct reflected in thought, behavior, and culture of violence. Good governance is enhanced by technological discoveries to promote constructive communication, facilitate transactions, keep accurate records, provide better public services, and combat corruption. It is the key factor to promote governance transparency, managerial effectiveness, and sustain development.

This research focuses upon collecting data from the developing country Lebanon, in the MENA region, where most official and public transactions are still carried out handwritten in ledgers and endless bureaucratic tapes. The authors aim to collect and analyze the actual data, for it is heartbreaking that in the 21st century humans are still living in the swampy darkness of corruption and backwardness. The hypothesis of this research aims at highlighting the importance and values produced by the application of e-government to help sustain the country’s development.

Keywords: galaxies, e-government, good governance, Mena region bureaucratic, corruption
8. KNOWLEDGE SHARING INTENTION: THE ROLE OF ORGANIZATIONAL CLIMATE AND PERSONAL MOTIVATION IN AN INTEGRATED FRAMEWORK OF THEORY OF PLANNED BEHAVIOR AND TECHNOLOGY ACCEPTANCE MODEL

Karin Boonlertvanich, Burapha University, Thailand

ABSTRACT

Knowledge sharing has emerged as one of the most important factors leading to sustainable growth of a company. Although several prior researches have focused on factors that impact the intention to share knowledge, there are limited empirical works which simultaneously integrate the social-psychological factors with technological factors that foster employees to share knowledge. Theory of planned behavior and the Technology Acceptance Model are unified together to jointly predict knowledge sharing intention. This study also examined the direct and indirect impacts from organizational climate and personal motivations into the overall integrated framework. The results indicated that organizational climate has highest total effect on knowledge sharing intention, followed by subjective norms, personal motivations and attitude toward knowledge sharing. Despite of their statistically significance, the impacts from IT implementation such as attitude of IT usage toward knowledge sharing, perceived ease of use and perceived usefulness have smaller effects compared to other factors. These results can then be used to prioritize and develop proper organizational environment in achieving more effective knowledge sharing.

Keywords: knowledge sharing, attitude toward knowledge sharing, attitude of IT usage, organizational climates, knowledge management, theory of planned behavior, technology acceptance model

9. TECHNOLOGICAL IMPACT OF EMPLOYMENT WEB SITES IN CAUCASUS REGION

Cihan Mert, International Black Sea University, Comp. Sci. Dept. Tbilisi, Georgia
Sadi Evren Seker, Istanbul Medeniyet University, M.I.S. Dept. Istanbul, Turkey
Giorgi Jamburia, International Black Sea University, Management Dept. Tbilisi, Georgia
Mehmet Hüseyin Temel, Istanbul Technical University, Comp. Eng. Dept. Istanbul, Turkey

ABSTRACT

This research conducts the web statistics of the employment web sites with the technological impact on the macroeconomics. The statistical information gathered from web-o-metrics of the Caucasus region job seeking web sites like the number of visitors, Facebook likes or shares, twitter messages about web site, number of back links counted by google, bing or Alexa. On the other hand, the macroeconomic and demographic facts like the population, unemployment rate, median age or migration rate.

Key Words: Unemployment, Job Market, Cross-Country Market, Data Mining, Time Series Analysis, Macro Economy, Demography

10. EARNINGS FORECASTS ACCURACY BY MANAGEMENT AND ANALYSTS SHOULD MANAGEMENT FORECASTS BE MANDATED?

Nashwa George, Larry Luing School of Business, Berkeley College, NJ

ABSTRACT

This study examines the accuracy of earnings forecasts released by both managers and analysts. Analysts’ forecasts are available to the public. However, most managers do not release earnings
forecasts to the public. Although the Securities and Exchange Commission (SEC) mandated many disclosures to be issued by managers, earnings forecasts by managers are not mandated yet. The question is: should the SEC mandate disclosure of earnings forecasts by managers? If management forecasts are more accurate than analysts’ forecasts and give better information to the market, then management forecasts should be mandated. To answer this question, this study compares the accuracy of management earnings forecasts to analysts’ earnings forecasts. This study examines all types of earnings forecasts. The results show that management forecasts are more accurate than analysts’ forecasts if the forecast was point estimate. Other types of management forecasts are less accurate. In addition, forecasts were issued with other news are less accurate than forecasts were issued alone.

**Keywords:** Earnings, Forecasts, Management, Analysts

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11. SOLVING MULTI OBJECTIVE FACILITY LAYOUT PROBLEM USING ROBUST TABU SEARCH

Rajesh Matai, Birla Institute of Technology and Science, Pilani, India

**ABSTRACT**

In this paper a robust tabu search based approach has been presented for solving multi objective facility layout problem. It can incorporate more than two objectives that may be qualitative or quantitative in nature. Computational results show superiority of proposed tabu search for solving multi objective facility layout problem, than other algorithms available in literature.

**Keywords:** Multi Objective facility layout problem, QAP, Tabu Search.

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12. FOREIGN EXCHANGE MARKET, MONEY MARKET AND RBI INTERVENTION

Dr. Kunal, Indian Institute of Management Kashipur, India

**ABSTRACT**

This research work investigates the role of intervention by Reserve Bank of India (RBI) in foreign exchange market and money market in India. It is observed that domestic foreign exchange is efficient since forward premium captures market information. Purchasing power parity (for price index series) and interest rate parity hold true in Indian economy. In money market, change in interest rate in money market causes change in money in circulation however reverse is not true. In other words, RBI cannot manage interest rate in money market by controlling money in circulation through open market operation, which is crucial for foreign capital inflow. This is emerging challenge before RBI due to low efficiency of banking transmission system1.

**Keywords:** Exchange Rate, Purchasing Power Parity, Market Efficiency, Open Market Operation, Interest Rate