1. HOW SHOPPING SATISFACTION CONtributes TO INTERNATIONAL TOURISM SATISFACTION AND TOURISM EXPENDITURES BY GENDER: ANALYSIS OF U.S. TOURISTS IN SOUTH KOREA

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ABSTRACT

The purpose of the study was to examine how international tourists’ shopping satisfaction related to their overall satisfaction as tourists and the tourists’ expenditure differences by gender. A survey was conducted among U.S. citizens of who were traveling to South Korea (n = 422). The survey took place at transport hubs of the major international airports and seaports in South Korea prior to tourists’ departure. The findings of this research concluded that tourist shopping satisfaction was significantly correlated with overall tourist satisfaction. In addition, different shopping patterns were reported among men and women tourists. The results of this study confirm that a positive retail shopping experience is an important aspect of overall international tourism.

Keywords: United States tourists, shopping satisfaction, gender

2. THE EFFECTS OF MULTIPLE TAXES ON THE FLOWS OF FOREIGN DIRECT INVESTMENT: THEORETICAL AND EMPIRICAL STUDIES

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ABSTRACT

This paper theoretically and empirically investigates the effects of multiple tax rates on the flows of foreign direct investment (FDI). Firstly, in the theoretical model, it iterates that tax rates have a negative effect on FDI; however, the indirect taxes, such as sales taxes, have a heavier impact on FDI than the direct taxes, such as income taxes. It also shows the favorable tax treaties, such as subsidy, tax credit and exemption, will encourage more foreign investment activities. As a result, the paper suggests the host government can adjust the indirect taxes to attract more FDI inflows, and the home government can work on the tax treaties to encourage more FDI outflows. Secondly, in the empirical study, we pooled cross-section data for 114 economic entities to examine the effects on FDI inflows of multiple taxes in those economies. The empirical results strongly support our theoretical results.

Keywords: Foreign direct investments; Tax policy; Direct taxes; Indirect taxes; Tax treaty

3. FACTORS INFLUENCING THE MARKET ACCEPTANCE OF ONLINE TERTIARY EDUCATION IN KAZAKHSTAN

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ABSTRACT

In Kazakhstan, Internet-based university education has not attracted as many students as had been expected. The scarcity of knowledge about consumer attitude towards online education in Kazakhstan prompted this research. This study hypothesizes a quantitative linear model to describe the factors
affecting the market acceptance of online tertiary education in Kazakhstan and then provides an empirical test of the model, which was validated. Empirical results from in-depth pilot interviews and questionnaires survey showed that trust, courseware design competency, individual competency, institutional competency and pull factors influence the market acceptance of online tertiary education in Kazakhstan. Managerial implications for online tertiary education providers are presented.

**Keywords**: internet, education, students

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### 4. STRATEGIC MANAGEMENT OF E-COMMERCE: ISSUES AND CHALLENGES

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**ABSTRACT**

This paper addresses several issues concerning e-commerce (EC) strategic management today. First, we will frame EC in a strategic management context where competitiveness, cost reduction, productivity, profitability and growth require that companies effectively implement EC strategies. Next, we will highlight six important challenges companies must face when implementing their EC strategies: How should companies go about (i) EC IT investment, (ii) improve customer relationship management, (iii) improve competitiveness, (iv) address EC security, (v) address EC legal issues, and (vi) explore tax challenges of e-commerce. The paper recommends practical course of actions to managers of the EC companies to improve their strategic decisions and improve their EC operations.

**Keywords**: E-commerce, strategic management, E-commerce challenges

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### 5. CREDIBILITY AND UNCERTAINTY EFFECTS OF ADDITIONAL LONGER-TERM MANAGEMENT FORECASTS

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**ABSTRACT**

Management forecasts are judged to be the most important information for investors. That is why the regulation of management forecasts is a crucial and intensively discussed aspect worldwide. A unique element of the German Accounting Standard is that it requires firms to provide two-year forecasts in addition to annual forecasts.

Empirical evidence considering the effects of additional longer-term forecasts on investors is absent. Therefore, this paper experimentally investigates the effects of providing additional longer-term forecasts on (i) perceived forecast credibility, (ii) nonprofessional investor uncertainty, and (iii) investment decisions using a pretest–posttest design.

On the one hand, we find that additional longer-term forecasts harm credibility, particularly when forecasts are rather precise. On the other hand, we find that such forecasts reduce investor uncertainty, particularly if volatility is high. Taken together, these effects appear to be offsetting.

**Keywords**: Management Forecast, Forecast Horizon, Credibility, Uncertainty, Volatility
6. A STUDY OF THE IMPACT OF ALCOHOL AND TOBACCO, ADVERTISING THROUGH FILM ON YOUTH: A CASE OF NEW ENGLAND PRIVATE BOARDING SCHOOL

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ABSTRACT

Research has shown that drug companies have used the film industry to peddle their products to young adults in the United States. This research explored the relationship between top grossing adolescent oriented films in the United States and an increased number of references to cigarette and alcohol within these films. This study used novel characteristics that subdivide the young adult market by key thoughts of the subjects other than the rating system. This study investigated alcohol and tobacco references in film and their correlation to the use of these two products by young adults. The research done through this study sought to inspect the possible relationship between the alcohol and tobacco companies and the film industry for the purpose of marketing these products to adolescents. The theory guiding this study is that alcohol and tobacco companies are researching the adolescent market of films and finding what appeals to this demographic and then monetarily supporting these films. Through this support, these companies are allowed to have product placement within these movies, despite any legal restrictions that have been implemented.

Keywords: adolescents, alcohol, tobacco,

7. DIVERSITY AND FIRM PERFORMANCE: AN ANALYSIS OF DIFFERENT LEVEL OF MANAGEMENT COMPOSITION

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ABSTRACT

Using unique data for a ten-year period, this article examines the impact of diversity on firm performance based on eight different levels of management composition. The demographic variables include total minorities, female minorities, minority managers, female managers, minority professionals, female professionals, minority sales workers, and female sales workers. The results of this research show that diversity strategy is successful at the macro level. However, weak support on the importance of workforce diversity is presented at the micro level.

Keywords: Firm Performance, Tobin’s q, Diversity, Demographic Variables

8. COMPETITIVE STRATEGY, MAS INFORMATION AND ORGANIZATIONAL PERFORMANCE: EVIDENCE FROM A DEVELOPING ECONOMY

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ABSTRACT

This study examines the role of managerial use of MAS information in the relationship between organizations’ competitive strategy and performance. In total, 108 General Managers (GMs) from medium to large manufacturing organizations participated in the study. Partial least square (PLS) method was used to analyse the data. The results reveal that competitive strategy was positively associated with the organizations’ financial performance both directly and indirectly via managerial use of the MAS
information. In other words, the use of the MAS information plays a significant role in facilitating the positive influence of an organization’s competitive strategy on its financial performance.

**Keywords:** Competitive Strategy, MAS Information, Organizational Performance

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**9. USING SPIRITUAL LEADERSHIP TO DETERMINE THE FATE OF MODERN BUSINESS ORGANIZATIONS**

Dr. Armando Salas-Amaro, Keiser University

**ABSTRACT**

The article on Using Spiritual Leadership to Determine the Fate of Modern Business Organizations focuses on aspects that make leaders effective while exercising spiritual approaches. The analysis emphasizes on a spirituality approach to influence followers while addressing organizational problems internally and externally that can be resolved using spiritual leadership. The review thoroughly expands on characteristics of modern leaders, ingredients that make leaders conceive, and successful leader-follower relationships.

**Keywords:** spirituality, spiritual leadership, leader-follower relationships, influence, motivation, power, conceive

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**10. PENSIONS VS. HEALTH CARE, IT’S NOT ALL ABOUT PENSIONS**

James Estes, California State University San Bernardino

**ABSTRACT**

This paper is a study of the differences in the fiscal obligations of state public employee pension vs. health care obligations. Common perception and median continues to stress pension obligations, but is that really the largest threat to fiscal solvency for the states. This paper will show that not only pension, but health care obligations are a very real threat to the solvency of the states and to current and future retirees. This paper will explore alternatives and compare public pensions to private pensions pointing the absolute critical need for immediate reform.

**Keywords:** Pension, State Funding, Health Care, GSAB

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**11. DON’T BITE OFF MORE THAN YOU CAN CHEW: PROPER TASKS FOR EXTERNAL WORK ASSIGNMENTS**

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Christian Lehmann, University of Bayreuth, Germany
Martin Ratzmann, University of Bayreuth, Germany

**ABSTRACT**

Firms increasingly rely on external sources of labor by employing temporary workers which enhance firm capacities to adapt to changing market conditions, reduce costs, and enrich their resource bases. This study contributes to the recent research on the external workforce by examining the contribution of external workers to firms’ financial and competitive performance under operational conditions. Findings base upon a survey of 235 firms in the German manufacturing industry. Results indicate that the three considered forms of external work arrangements (1) temporary work, (2) independent contracting, and (3)
consulting are disparately influenced by task structure and task composition due to different qualification requirements. We show that a differentiated approach to evaluate external work arrangements is necessary and advantageous to increase firm performance and competitiveness.

**Keywords:** External Work Arrangements, Temporary Work, Independent Contracting, Consulting, Task Structure