1. CURRENT ACCOUNT EFFECTS OF CENTRAL BANKING

Tobias Duemmler, Darmstadt University of Technology, Darmstadt, Germany
Stephan Kienle, Darmstadt University of Technology, Darmstadt, Germany

ABSTRACT

We enlarge the absorption approach of the current account by taking the German central bank’s contribution to the capital account explicitly into account. Within a VECM approach we reveal a relationship between several variables of interest, among them German net exports as well as the Bundesbank’s net claims within the Eurosystem. In line with intuition, an increase in net claims seems to be positively related to the current account.

Keywords
Current Account; Central Bank Net Claims; Cointegration

2. CHINA’S ECONOMIC SLOWDOWN: AN ANOMALY OR A NEW NORMAL?

Richard T. Mpoyi, Middle Tennessee State University, Murfreesboro, Tennessee, USA

ABSTRACT

China’s growth rates that have been exceptionally high for three decades has eased the last two years, causing experts to wonder how the world’s second largest economy will progress in the future. The purpose of this research is to examine the causes behind the slowdown, and to discuss the likelihood of China returning to its astonishingly high economic growth rates. Based on the convergence theory, the paper suggests two reasons that can explain why the Chinese economy has been experiencing a slowdown. First, as its per capita incomes have been steadily rising, China is gradually catching up and therefore its growth rates should have been expected to decline. Second, although it is a politically stable country that has moved toward market economy, China has failed to integrate private property rights in its institutions. Based on the convergence theory, such failure is likely to undermine economic catch-up.

Keywords: Global competition, Convergence Theory, Economic Slowdown.
3. FACTORS INFLUENCING THE ACCEPTANCE OF SOCIAL NETWORKING WEBSITES AMONG STUDENTS: CASE STUDY OF MAHASARAKHAM BUSINESS SCHOOL

Atthaphon Mumi, Mahasarakham University, Thailand

ABSTRACT

Social networking websites (SNSs) have become popular around the world. They are being utilized for many purposes such as commercialization and entertainments. Moreover, in delivering the business knowledge toward students in Mahasarakham Business School (MBS) of Mahasarakham University (MSU), Thailand, the social networking websites could become very useful and effective learning for them. This study seeks to understand the factors encourage MBS students from using SNS, like Facebook, to help understand what may be done to enhance the effectiveness in learning business for students. Using Technology Acceptance Model (TAM) as a framework, 279 MBS students completed the questionnaire asking about their perceived ease of use of SNS, perceived usefulness of SNS, social influence, attitude toward using SNS, and intention to use SNS. OLS Regression analysis was being used to show the relationship among these factors as discussed in this research.

Keywords: Social Networking Websites, Technology Acceptance Model, Mahasarakham Business School

4. AN AGENT BASED MODEL APPROACH TO STUDY PROSOCIAL BEHAVIOR IN ORGANIZATIONS

Riccardo Sartori, University of Verona, Verona, Italy
Andrea Ceschi, University of Verona, Verona, Italy
Dorina Hysenbelli, University of Padua, Padua, Italy
Xiuzhi Sang, Southeast University, China

ABSTRACT

Using a simulation named Agent Based Model (ABM) (Bonabeau, 2002; Epstein, 2006) we explore the effect of some prosocial behavior variables in a virtual environment, such as: Motivation to help, Warm-Glow feelings associated with helping (Andreoni, 1990), and the Pseudo-inefficacy effect. The Pseudo-inefficacy effect found by Västfjäll & Slovic (2011), describes how the anticipated warm glow related to the satisfaction associated with helping, and the resultant motivation to help, decreases when we learn that there are some people who cannot receive help. Based on empirical data, in the present ABM simulation present two types of agents that help: Pseudo-inefficacy helping agents (PI) and rational helping agents (R) not affected by Pseudo-inefficacy, and two types of agents that need help: agents that can be helped, and agents that cannot be helped. The study shows the value of ABM modeling by replicating previous laboratory results and then illustrating how these results might be affected particularly for the presence of agents ratios. With all the limitations of the present model, the research provides a clear representation of what might happen in organizations and in social environment where prosocial behavior plays a key role.

Keywords: Agent based model; Human Resources Management; Prosocial behavior, Warm Glow feeling, Pseudo-Inefficacy.
5. PUBLIC AWARENESS AND CONSUMPTION OF ENVIRONMENTALLY FRIENDLY PRODUCTS: IMPLICATIONS FOR GREEN MARKETING MANAGEMENT

Weng Marc Lim*
Ding Hooi Ting
Chee Yue Wong
Jia Jun Mah
School of Business, Monash University

*Corresponding author: lim.weng.marc@monash.edu

ABSTRACT

Green marketing strategies are often ineffective as inconsistencies exist between the strategies and the state of green consumerism in the marketed culture. While most studies in the literature have provided a comprehensive portrayal on the states of green consciousness of American and European consumers, the understanding of such states of consumers from other parts of the world remains infertile. Marketing literature has suggested that undifferentiated marketing strategies become less relevant when marketing offerings across cultures. Various multi-nationals and governmental associations have call for more in-depth understanding on consumer awareness and perception on green issues and offerings across culture, particularly in rapidly growing Asian economies.

This study attempts to address these issues by examining public awareness and consumption of environmentally friendly products in an Asian country – Malaysia. Qualitative individual interviews are conducted to obtain an in-depth understand of consumer environmental consciousness and behaviour. Findings suggest that consumers are increasingly concerned about the environment. However, there is a value-action gap between the beliefs of consumers and their actual purchase and consumption of environmentally friendly products. Relevant implications and recommendations are provided.

Keywords: Green Marketing, Public Awareness, Consumption, Environmentally Friendly Products.

6. THE SUITABILITY OF SOCIAL MEDIA MONITORING FOR SMALL- AND MEDIUM-SIZED ENTERPRISES

Jürgen Karla
Levent Elgün

ABSTRACT

An increasing number of firms – including small- and medium-sized enterprises – are becoming actively involved in social media platforms, and this is leading to an increased need to orientate regular monitoring activities towards these new communication channels. Social media monitoring is both human resource- and time-intensive for firms. In the following, we discuss how a SWOT analysis indicates potential capabilities of this type of monitoring and we go on to suggest some recommended actions, providing a short overview of suitable tools for implementing social media monitoring.

Keywords: Social media monitoring, social media, SME, reputation management, service provider.
7. **DON’T BITE OFF MORE THAN YOU CAN CHEW: PROPER TASKS FOR EXTERNAL WORK ASSIGNMENTS**

Ricarda Bouncken, University of Bayreuth, Germany  
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

---

8. **THE BALANCED SCORECARD AND DIFFERENT BUSINESS MODELS IN THE TEXTILE INDUSTRY – A CASE STUDY**

Klarissa Lueg, Aarhus University, Denmark  
Rainer Lueg, Aarhus University, Denmark

**ABSTRACT**

This case study is applicable both as an exam question and as a case study for class discussion. It allows for a broad discussion of most topics covered in both undergraduate and graduate courses in strategy or management accounting. Due to its breadth, the teacher can easily adjust the required level of sophistication to the prior knowledge of students. Some issues are also of interest to students from entrepreneurship. The case deals with a succession in a family company in the Scandinavian textile industry. It gives an introduction of different, equally profitable strategies and then addresses the topics of business model change, strategic control (Balanced Scorecard), and incentive systems on the level of the family company. The case study enables students to demonstrate a reflective application of their knowledge and encourages them to make feasible suggestions that fit the complex and emotional setting of a succession in a family company.

**Keywords:** Strategy; business model; management accounting; entrepreneurship; case study; teaching notes; family; succession; Balanced Scorecard; benchmarking; incentives; textile industry; Scandinavia.
9. FOSTERING CREATIVITY AND INNOVATION THROUGH LEADERSHIP

Monowar Mahmood, The KIMEP University, Almaty, Kazakhstan
Mahbub Sharfaraj, Kobi Nazrul Government College, Dhaka, Bangladesh
Nurlan Orazalin, The KIMEP University, Almaty, Kazakhstan
Bibigul Zhakupova, The KIMEP University, Almaty, Kazakhstan

ABSTRACT

Fostering effective promotion of creativity and innovation in the workplace is an integral part of success for businesses. This paper examines research from cases and discusses the attributes of each leadership style, along with the frequency of use of each style. It found that there are specific leadership behaviours which facilitate creativity and innovation in a particular socio-cultural environment or in a specific organizational setting. It is not only the leadership styles, but the capacities and capabilities of the leaders that need to be given proper consideration when discussing creativity and innovation leadership in organizations. To ensure effective leadership for creative efforts, there is a need to develop the necessary capacities and capabilities among the managers. Ultimately, leaders have the opportunity to utilize a preferred style; however there are several intangibles which a leader must possess to make sure creativity is fostered in the workplace.

10. THE CHALLENGE OF TECHNOLOGY AND ONLINE BIDDING STRATEGY

Qian Xiao, Eastern Kentucky University

ABSTRACT:

The importance of online auctions for sellers and buyers demands a great deal of attention on the topics of buyers’ bidding strategies and users’ perceived challenge of technology innovation. The purpose of this study is to investigate how the bidders who use different bidding strategies perceive online auction mechanisms differently. We provide a theoretical framework with several testable propositions that hope to shed light on the technology innovation literature and provide relevant strategy implications. First, we introduce several popular bidding strategies used by bidders on online auction websites such as eBay and the underlying mechanism of eBay auction. We then review the literature of paradox of technology. Finally, we propose a research framework and related research propositions. Furthermore, we discuss the insights from our theoretical project for academic and managerial audiences.

11. THE INFLUENCE OF SOCIAL INTERACTIONS ON KNOWLEDGE BROKERS’ ABILITY TO ABSORB RESEARCH RESULTS

Saliha Ziam, Téluq University, Québec City, Canada.
Nabil Amara, Laval University, Québec City, Canada.
Réjean Landry, Laval University, Québec City, Canada.

ABSTRACT

The purpose of this article is to (1) paint a portrait of knowledge brokerage activities within health care organizations in Canada; (2) propose a conceptual approach for using research findings by knowledge brokers; and (3) identify and analyse the determinants of the knowledge absorption capacity of knowledge brokers. To meet this objective, a questionnaire survey was conducted with a community of practice (CoP), involving 426 knowledge brokers involved in various knowledge transfer activities organized by the Canadian Health Services Research Foundation (CHSRF). The results of multiple linear regressions notably illustrated the preponderant influence of a broker’s social interactions on his/her ability to absorb research results. These findings also show that the level of education completed by the
latter and the availability of organizational resources dedicated to the integration and sharing of knowledge improves a broker’s ability to transform and exploit research results.

**Keywords:** Knowledge brokers, social interaction, absorptive capacity, data survey, regressions.