

ABSTRACTS**1. MULTIOBJECTIVE HIERARCHICAL SERVICE FACILITY LOCATION PROBLEM WITH FUZZY CONSTRAINT**

Tatsuo Matsutomi , Kinki University, Higashihiroshima, Japan
Aritoshi Kimura, Kinki University, Higashihiroshima, Japan
Hitomi Nakamura, Kinki University, Higashihiroshima, Japan

ABSTRACT:

In this paper, we discuss a formulation and solution algorithm for multilevel hierarchical facility location problem, where each facility serve to lower level service center and the lowest service center serve to demand points. we consider the case that the objective function is multiple and subject are not crisp, and we formulate the location problem by introducing the fuzzy concept which considers the decision-making person's degree of satisfaction of the location of service center. We transform the fuzzy multilevel facility location problem into the equivalent ordinary multiobjective facility location problem by defining the membership function which describes the degree of satisfaction for each demand point. Then we propose a heuristic solution method based on GA. We demonstrate the applicability of the problem and also present the calculation results to show the effectiveness of the algorithm.

Keywords: multiobjective, facility location, hierarchical, fuzzy, genetic algorithm, NSGA

2. GROUP LEARNING PROCESS AND RESULTS: AN EXPERIMENTAL ANALYSIS WITH CORPORATE STRATEGY' STUDENTS

Natalia Martín Cruz, University of Valladolid, Valladolid, Spain
V́ctor Mart́n Ṕrez, University of Valladolid, Valladolid, Spain
Yolanda Ferńndez Ramos, University Miguel de Cervantes, Valladolid, Spain

ABSTRACT

The aim of our research is to evaluate the internal characteristics of groups that facilitate group learning and, finally, the accumulation of knowledge using the theoretical basis of team mental models. To reach this objective, we conducted an experiment with 220 students from the Business School in a Spanish University during the academic course 2004-2005. This experiment consisted in a business game (Business Strategy Game 6.0.) where students have to make decisions in groups (44 groups). The results from a simultaneous equation analysis show that groups acting as team mental models suggest, achieve better learning than the rest. In particular, the transactive memory, information sharing and group learning theory explain the best ways to perform as a group. However, we obtain results contrary to the cognitive consensus postulates. Groups having a leader and making decisions individually get a better learning.

Keywords: Team Working, Team Learning, Mental Models, Team Knowledge, Experimental Analysis

3. SELECTION BIAS IN THE ESTIMATED RATE OF RETURN TO EDUCATION

Fathollah M. Bagheri, University of North Dakota Grand Forks, ND, USA
Orhan Kara, West Chester University, West Chester, PA, USA

ABSTRACT

Past studies typically have employed Mincerian earning function and Household Income surveys to estimate rates of return to education. However, those studies have often treated sample selection bias arbitrarily. Using the Household Expenditure and Income Survey from Turkey, we estimate the rate of returns on various levels of education investment by gender with and without correction for the sample selection bias. Our results suggest first, that the estimated rates, ranging from 7% for elementary education to 11.5% for college education, are in line with the findings for similar countries and second, despite the significance level of the coefficient of the inverse Mills ratio, the size of the sample selection bias is modest, ranging between 1% and 10%. We explain some of the underlying reasons for this phenomenon.

Keywords: Education Investment, Rate of Return, Gender, Sample Selection Bias, Mills Ratio

4. MECHANISM DESIGN AND SUPPLY CHAIN MANAGEMENT

Chiaho Chang, Montclair State University, Montclair, New Jersey, USA

ABSTRACT

This paper studies the relationship between mechanism design and supply chain management in which the principal designs incentive contract to entice the agents to work hard while preventing them from colluding with each other. In an organization, communication and monitoring are considered informal mechanisms that interact with formal mechanisms such as incentive contract to help the agents carry out their tasks consistent with the principal's objective. The optimal incentive contract, the principal's expected salary costs and the agents' expected utilities are considered under various scenarios to unravel the impacts of communication and monitoring on organizational design.

Keywords: Inventory, Supply Chain Management, Agency, Mechanism Design

5. A SHIFT IN THE INCOME EFFECT OF CHANGES IN ACCOUNTING PRINCIPLES: 1993-2003 TIME PERIOD

Jalal Soroosh, Loyola College in Maryland, Baltimore, Maryland, USA
Hong Zhu, Loyola College in Maryland, Baltimore, Maryland, USA
Gloria Philips-Wren, Loyola College in Maryland, Baltimore, Maryland, USA

ABSTRACT

Prior studies of both mandatory and voluntary changes in accounting principles revealed increases in earnings per share from the 1960s through the 1980s. Furthermore, those studies discovered that more than 50% of changes were voluntary, resulting in an increase in earnings per share of more than 10%. In the 1990s, however, the reporting environment changed in two significant ways. First, pro-forma or "street" earnings became popular for investors, and secondly, FASB shifted to a focus on the balance sheet. The current study investigates whether, under the new reporting environment, managers still attempted to window-dress their reported earnings through old-fashioned changes in accounting principles. We examined the nature and effect of accounting changes for 1,304 companies from 1993-

2003. Unlike findings reported by previous studies, accounting changes in this time period **decreased** earnings per share. The percentage change in earnings per share had a mean of -50.99% and a median of -4.63%. Further, our research revealed that only about 8% of the changes were voluntary, which is significantly less than voluntary changes discovered by previous studies. Several explanations for the observed shift are offered.

Keywords: Changes in Accounting principles, voluntary changes, mandatory changes, effects on earnings per share

6. EVALUATING THIRD PARTY LOGISTICS RELATIONSHIPS: WHEN PROVIDER SIZE MATTERS

David Jung, Maastricht University, Maastricht, The Netherlands
Janjaap Semeijn, Open University Netherlands, Heerlen, The Netherlands
Paul Ghijsen, Open University Netherlands, Heerlen, The Netherlands

ABSTRACT

This paper examines the influence of selected relationship marketing characteristics and customer attributes on outcomes of third-party Logistics relationships, and the extent to which provider size affects these relationships. An online survey was conducted, aimed at professionals working in German firms engaged in third-party logistics relationships. The data were analyzed using Partial Least Squares path modelling. The results indicate that provider size has only a limited impact on third-party relationship performance: Where an influence was observed, it appears that size has a negative effect on the relationship, particularly for customer referrals and retention. Implications are formulated.

Keywords: Third party logistics, relationship perspective, provider size, customer attributes

7. BUSINESS ETHICS: PAST OBSERVATIONS, CURRENT TRENDS, AND FUTURE PROSPECTS

Nabil A. Ibrahim, Augusta State University, Augusta, Georgia, USA
John P. Angelidis, St. John's University, Jamaica, New York, USA
Faramarz Parsa, University of West Georgia, Carrollton, Georgia, USA

ABSTRACT

This paper examines research focusing on the ethics of managers and business students. Studies regarding similarities and differences between managers' and students' ethical attitudes are reviewed. In addition, research findings addressing factors affecting managerial ethics are analyzed. The paper proposes a number of practical steps that can be implemented by organizations to promote ethical practices and establish a strong ethical culture. It concludes with an examination of future prospects of the complicated yet closely intertwined relationship between business and ethics.

Keywords: Business Ethics, Managerial Ethics, Students' Ethics

8. THE INFLUENCE OF INTERNAL ETHICS AND VALUES AND EXTERNAL PERCEPTIONS OF VALUES AND NEEDS ON PROFITABILITY: AN EMPIRICAL STUDY OF U.S. EXECUTIVES

Stephen L. Baglione, Saint Leo University, Saint Leo, Florida, USA

ABSTRACT

Although respondents believe an economic benefit accrues from internal ethical practices by a firm and by creating a strong and positive climate where employees are positively treated and others copy behavior, it is the perception of business partners about ethics and needs that creates competitiveness when examined together. The implications of this research are to focus upon perceptions in the marketplace since profitability, growth, and market goals are predicated upon them. One must cultivate these perceptions and continually manage them.

Keywords: *internal ethical practices, employees*

9. EFFECTS OF AN ACADEMIC MANAGEMENT DEVELOPMENT PROGRAM ON PARTICIPANTS' PERCEPTIONS AND PRACTICE

Naomi Fejgin, The Zinman Wingate Institute, Israel
Gilada Avissar, Beit Berl Teachers College, Israel
Yacov Kedem, Shenkar College of Engineering and Design, Mofet Institute, Israel

ABSTRACT

Higher education institutions in Israel, as in other countries, face technological, economic, social and political changes that force them to make drastic adjustments in order to survive. Teacher training institutions in Israel underwent profound changes in the process of "academization" that resulted in the democratization of management. These adjustments require professionalism not only in the higher levels of management, but also in the middle and lower levels. Research on higher education institutions shows that most of those who hold management positions are academics with no professional training in management. There is a need to be aware of wider organizational perspectives, to learn management strategies and to acquire managing tools. In the year 2000 a unique program was launched in order to provide professional training in management to academic staff in teachers' training colleges who hold, or plan to hold managerial positions. The study reported here examined changes in perception and practice among the twenty-seven staff members (from 14 colleges) who participated in the first class of this training program. These changes were examined with reference to two theoretical approaches to professional socialization: The structural-functional approach and the constructivist approach. Research instruments included open ended written questionnaires that all 27 participants filled out at the end of the first and the second year, and semi-structured interviews with a sample of 11. Of those 7 were interviewed again two years later. Participants reported acquiring both theoretical knowledge in management and managerial skills, focusing mainly on introspective processes that they have experienced while in the program. It seems that this socialization process reflects more elements that are typical of the constructivist approach.

Similar findings were evident in a later study conducted in 2006 which investigated the contribution of the training program to the professional development of the participants and affected influence on change processes in their respective institutions.

Keywords: *higher education institutions, Israel*

10. JOB SATISFACTION IN NONPROFIT FEMALE EXECUTIVE DIRECTORS: THE SIGNIFICANCE OF SHARED GOALS vs. CONGENIAL COLLEAGUES

Ruby L. Beale, Hampton University, Hampton, VA, USA
Heather Thompson, University of Michigan, USA Susan Kaufmann, University of Michigan, USA
Carol Hollenshead, University of Michigan, USA Tiffany Gibbs, Hampton University, Hampton, USA

ABSTRACT

This paper examines factors that contribute to the job satisfaction of Female Executive Directors of Nonprofit Organizations. The study results indicate that contrary to the general notion that females generally value congenial relationships at work, female executive directors of nonprofit organizations value colleagues who share their goals more than colleagues with which they have congenial relationships. Utilizing the relational practice theoretical framework may be a mechanism to better understand why job satisfaction is increased when working with colleagues who share goals and is used as an impetus to accomplish organizational objectives.

Keywords: Job satisfaction, female executive directors, female administrators, shared goals, congenial colleagues, relational practice

11. INFORMATION AND COMMUNICATION TECHNOLOGY FOR DEMOCRACY

Ook Lee, Hanyang University, Seoul, KOREA

ABSTRACT

This research investigates the role of ICT in facilitating democracy utilizing empirical data from South Korea. The significance of the study lies in creation of models that are applicable to any given country regardless of its development stage. These new theoretical models include structuration-emancipation model which links two otherwise distant theories and is a generalized model that can be applicable for any given country in explaining phenomenon of social change such as achieving and enhancing democracy. A particularly innovative aspect of the study is the use of quantified data to propagate critical research approach in structuration-emancipation.

Keywords: democracy, development, structuration-emancipation model

12. FOUR FACETS OF CULTURAL INTELLIGENCE PREDICTORS OF KNOWLEDGE SHARING INTENTIONS

Leila Messarra, Lebanese American University, Beirut, Lebanon
Silva Karkoulian, Lebanese American University, Beirut, Lebanon
Aida Younes, Lebanese American University, Beirut, Lebanon

ABSTRACT

The purpose of this study was to investigate whether the four facets of cultural intelligence correlates with the intention to share knowledge. The sample consisted of 164 employees working in multinational organizations. Results indicate that metacognitive, motivational, and behavioral cultural quotients (CQ) are predictors of knowledge sharing intentions. No relation was found between cognitive CQ and knowledge sharing intentions.

Keywords: Cultural intelligence; metacognitive, cognitive, motivational, behavioral; knowledge sharing

13. SOCIAL RESPONSIBILITY OF THE TOP TEN PUBLICLY TRADED BRAZILIAN COMPANIES, IN RELATION TO THE AMAZON RAINFOREST

Carla Camargo Leal, Mackenzie Presbyterian University, São Paulo, Brazil
Leonardo Fernando Cruz Basso, Mackenzie Presbyterian University, São Paulo, Brazil

ABSTRACT

The practice of clearing forests by burning, in the Brazilian Amazon, is the result of the process of land occupation by agriculture and livestock farming. However, this practice produces severe environmental damage, liberating gases which contribute to global warming. This situation has placed Brazil in 7th position in the ranking of global pollution, and is affecting society, governments and companies. This study seeks to understand the level of involvement in the Amazon, by the top ten publicly traded Brazilian companies. For this, it uses the social statements of these companies, published in 2005. The results indicate that the companies which carry out direct preservation actions are those which have operating activities in the region. A second group of companies carries out indirect actions, through third sector organizations that specialize in environmental issues. Finally, there are other companies that do not carry out any actions, or even publish their social statements.

Keywords: *Corporate Social Responsibility, Amazon Rainforest*

14. FUEL COST AND SERVICE OPERATIONS FOR A TITLE INSURANCE BUSINESS

Zu-Hsu Lee, Marist College, Poughkeepsie, New York, USA
Edward Kane, Bayonne Visiting Nurse Association, Inc., New Jersey, USA

ABSTRACT

This study uses a title insurance company in New Jersey to address the issues of service operations in this kind of industry. Timely delivery of documents adds value to customer services and helps achieve great client satisfaction. Management needs to determine a delivery method that is not only efficient but also cost effective. If the business uses its own courier, salary expenses, gasoline efficiency of vehicles used and their maintenance cost, fuel price and amount of traveling contribute to the operations cost. On the other hand, when outside courier service is considered, the price asked by the outsider is the main cost. A break-even analysis calculates the fuel price at which all delivery methods generate the same cost. If the future average fuel price is expected to go above this break-even price, the outside courier service may be a better choice.

Keywords: *Title insurance, Forecasting, Break-even, Service operations*

15. DEVELOPMENT OF THE LEARNING SUCCESS SCALE (LSS): PRELIMINARY FINDINGS

Franz Lotter, University of Greifswald, Germany
Anne Köhn, University of Greifswald, Germany

ABSTRACT

This study describes the development and validation of a scale to measure learning success on the individual level. A set of items emerged from theoretical and empirical considerations. First, it was pretested with 203 students and postgraduates. Subsequently two separate studies were conducted in Germany and China to ensure the reliability and validity of the instrument in different cultures. The German study included 163, the Chinese study 104 employees. Confirmatory factor analysis supported the theorized factor structure in both cultures. Moreover these first results provide evidence for convergent and discriminant validity.

Keywords: *Learning, Learning Success, Culture, Germany, China*

16. COLLEGIATE SCHOOLS OF BUSINESS: LOSING RELEVANCE?

Raymond K. Van-Ness, University at Albany, State University of New York, USA
Kimberly A. M. Melinsky, University at Albany, State University of New York, USA

ABSTRACT

This paper examines ideas surrounding Business School relevance in both historical and contemporary contexts. It frames critiques in epistemological terms and identifies the opposite end points of the assessment continuum as (1) loss of legitimacy, and (2) loss of relevance. It compares course-value perceptions of educators to those of business professionals and discovers incongruity. Academicians believe a strong emphasis on quantitative issues is vital to high-quality scholarship whereas business professionals believe the emphasis should be on people-management knowledge, skills, and abilities. Research with dubious practical value and curricula that business professionals believe has insufficient emphasis on people issues may be causing B Schools to lose relevance. Suggestions for further research are presented.

Keywords: Management, Education, Business Education

17. TELEPSYCHIATRY AND CULTURAL BARRIER

Ook Lee, Hanyang University, Seoul, KOREA

ABSTRACT

This research was performed in order to empirically prove that telepsychiatry can result in overcome of the Confucian cultural barrier which discouraged Korean patients from seeking psychiatric care. The Confucian culture of Korea forces its members to observe absolute conformity to the social norm. In this kind of culture it is very hard to admit one's mental illness and to seek medical help. Thus telepsychiatry might be a good alternative to face-to-face meeting-based psychiatry especially in culturally inhibitive places such as Korea. We conducted a telepsychiatry experiment using Instant Messenger with 93 volunteers who had an experience of seeing a psychiatrist in person. The result shows that people tend to think that telepsychiatry allowed them to break out of the Confucian cultural protocol which put heavy emphasis on avoiding any irregular thought.

Keywords: Confucian culture, psychiatric care, telepsychiatry

18. DIFFERING WORKPLACE PERCEPTIONS OF FEMALE GRADUATES

Frederick J. DeCasperis, Siena College, Loudonville, NY, USA
Douglas A. Lonnstrom, Siena College, Loudonville, NY, USA

ABSTRACT

Female students under the age of 25 when receiving a bachelor's degree at our institution from 1990-1997 were the focus a recent research study. The study assessed graduates' attitudes and perceptions of the quality of their educational experience and felt well prepared for employment. However, while there is current literature to support that women in the corporate world are now faring better when compared to their male counterparts than women were a decade ago, survey respondents as a whole perceived their ability to secure job advancement and increased financial compensation at a pace equal to male co-workers as a problem. However, when examining study data in a more segmented form, women holding

degrees from the School of Science are more satisfied with their workplace perceptions of advancement and compensation when compared to than women from the Schools of Liberal Arts and Business.

Keywords: Gender Wage Differences; Workplace Inequalities; Working Women; Occupational Segregation

19. INTERNATIONAL BUSINESS EDUCATION: AN EMPIRICAL EXAMINATION OF THE IMPACT OF CURRICULUM COVERAGE ON STUDENT KNOWLEDGE OF GLOBAL ISSUES

Richard T. Mpoyi, Middle Tennessee State University, Murfreesboro, Tennessee, USA
R. Earl Thomas, Middle Tennessee State University, Murfreesboro, Tennessee, USA

ABSTRACT

The paper examines the impact of curriculum coverage on student knowledge of international topics. The study is based on two survey questionnaires given to graduating seniors in the College of Business at Middle Tennessee State University. The students were asked to indicate their perception about coverage of international topics in required business courses (first questionnaire), and their perception on their knowledge of the same topics (second questionnaire). The results of the empirical analysis suggest that curriculum coverage is a strong predictor of student knowledge. Also, most students agree that the new competitive landscape has made them aware of the need to have a good knowledge of global issues.

Keywords: International Business Education, Global Issues, Curriculum Coverage

20. THE NEW ACCOUNTING STANDARDS FOR CHANGES IN A PARENT'S OWNERSHIP INTEREST UNDER FASB STATEMENT NO. 160

James G.S. Yang, Montclair State University
Wing W. Poon, Montclair State University

ABSTRACT

The Financial Accounting Standards Board issued Statement No. 160 to revise the accounting standards for consolidated financial statements in December 2007. One of the major changes is the establishment of a single and conceptually sound method to account for changes in a parent's ownership interest in a subsidiary that do not result in the parent's loss of controlling interest in the subsidiary. These changes are now all accounted for as equity transactions and, therefore, no gain or loss will be recognized on the consolidation income statement. The only situation that results in gain or loss recognition is when the parent loses its control over its subsidiary. In that case, deconsolidation takes place and gain or loss may result. These provisions are consistent with the requirement under FASB Statement No. 160 that noncontrolling interest in a subsidiary be classified as equity. This paper investigates and presents examples to illustrate these changes.

Keywords: Economic unit concept, controlling interest, noncontrolling interest, stockholders' equity, equity transactions, consolidation, deconsolidation, additional paid-in capital

21. THE PATTERN OF PURCHASE INFLUENCE IN INTERNET-ENABLED INDUSTRIAL BUYING CENTERS

Peter A. Reday, Youngstown State University, Youngstown, Ohio, USA

Roger Marshall, Auckland University of Technology, Auckland, New Zealand

ABSTRACT

The purpose of this research is to investigate the effect of Internet-enablement on the power structure of members of corporate buying centers. The research finds that where companies make greater use of Internet technologies, the functional manager gains decision power at the expense of general management. Although most models of industrial purchasing suggest that environmental factors will impinge upon the buying group members' influence structure, this is the first research to suggest that the impact of the Internet is so strong that it deserves special consideration among environmental factors. The concept that knowledge leads to power is not original; but to apply this idea to help identify the decision-making power structure in industrial buying centers is both innovative and useful. Sales and marketing executives can get an immediate advantage by assessing the extent to which a client company uses the Internet and then focusing their marketing effort on the appropriate executive.

Keywords: *Buying centers, group purchasing, internet, influence, marketing management*

22. GOVERNMENT DEBT IN THE MACROECONOMY AND FINANCE

Robert H. Scott, California State University, Chico, USA

Suleman A. Moosa, California State University, Chico, USA

Richard PonArul, California State University, Chico, USA

ABSTRACT

This paper examines the role of government debt in financial markets, in macroeconomic and finance theories, and in the execution of monetary policy through the instrument of open market operations. Its numerous yields on a vast array of securities provide the market with vital benchmark rates. In particular, the Treasury bill rate is the typical empirical proxy used for the risk free rate, which plays a pivotal role in the construction of macroeconomic and finance theories; its roles in the yield curve, and the associated monetary and fiscal transmission mechanisms, heighten its strategic significance.

Keywords: *Government debt, liquidity, diversification, hedging, capital structure, risk-free rate, Treasury bill rate, monetary theory, finance theory, monetary and fiscal policy, open market operations, yield curve*

23. OPTIONS AND THE COMPETITIVE FIRM UNDER PRICE UNCERTAINTY

Hamid Tabesh, University of Wisconsin-River Falls, U.S.A

ABSTRACT

This paper investigates the behavior of a risk averse competitive firm under price uncertainty when an options market exists for the firm's output. When production decision is made, the firm may purchase put options, thereby eliminating downside price risk. A risk averse firm purchases put options if the expected terminal net value of put options is positive. The introduction of options market can induce the risk averse

firm to decrease output. In the presence of options market, risk aversion does affect production of a competitive firm.

Keywords: *Price Uncertainty, Expected Utility of Profit, Risk Aversion, Options Markets*

24. THE RELATIONSHIP OF MUSIC-RETAIL CONSISTENCY AND ATMOSPHERIC LIGHTING ON CONSUMER RESPONSES

Valerie Vaccaro, Kean University, Union, New Jersey, USA

Veysel Yucetepe, Kean University, Union, New Jersey, USA

Gladys Torres-Baumgarten, Kean University, Union, New Jersey, USA

Myung-Soo Lee, Baruch College (City University of New York), New York, New York, USA

ABSTRACT

This is the first retail field study on atmospherics to investigate the relationship of consumer perceptions of music-retail consistency and lighting with the consumer responses of product involvement and store image. Respondents completed a survey after visiting a wide variety of stores and service environments. Statistically significant results were found between music mood-retail consistency and the atmospheric elements of lighting with consumer responses. The findings in this study extend the theoretical understanding of customer responses to store atmospherics. Managerial implications to create a competitive advantage are discussed and recommendations are provided for future research.

Keywords: *Atmospherics, Retail, Consistency, Lighting, Store Image, Product Involvement, Consumer*
