ABSTRACTS

1. DIFFERENCES IN FACEBOOK ASSIMILATION AND RELATIONSHIP MANAGEMENT BETWEEN TRADITIONAL AND NONTRADITIONAL UNDERGRADUATE ACCOUNTING STUDENTS

George E. Heilman, Winston-Salem State University, Winston-Salem, North Carolina, USA
Sathasivam Mathiyalakan, Winston-Salem State University, Winston-Salem, North Carolina, USA
Sharon D. White, Winston-Salem State University, Winston-Salem, North Carolina, USA
Godwin O. Seshie, Winston-Salem State University, Winston-Salem, North Carolina, USA
Gloria Clark, Winston-Salem State University, Winston-Salem, North Carolina, USA

ABSTRACT

Since its founding in 2004, Facebook has become the object of many investigations exploring a diverse set of issues. In this study, conducted at an HBCU, we examine Facebook use by undergraduate accounting students. We investigate how Facebook is assimilated into the lives of accounting students, how they use Facebook to satisfy social needs, and how these uses differ between traditional and nontraditional students. We find significant differences between traditional and nontraditional accounting students in terms of Facebook assimilation and in the use of Facebook for social outreach and social maintenance.

Keywords: Social Networking, Social Capital, Social Outreach, Social Maintenance, Facebook Assimilation, Traditional Students, Nontraditional Students

2. FRAME OF MIND AMONG JAPANESE RESTAURANT ENTREPRENEURS

Anthony L. Iaquinto, Bemidji State University, Bemidji, USA

ABSTRACT

This paper reports the findings of a survey of 29 restaurateurs in Nagoya, Japan. Through the use of semi-structured interviews, the author explored which of six principles on entrepreneurship touted by Iaquinto and Spinelli (2006) are perceived to be important to a sample of Japanese restaurant entrepreneurs. Findings indicate that not all of the six principles were important to restaurant operators in Japan, and that cultural characteristics unique to Japanese may provide an explanation. It is hoped that this preliminary work will spur more such studies in other countries.

Keywords: Entrepreneurship, Frame of Mind, Restaurant Management, Japan

3. USING REENGINEERING AS A STRATEGIC APPROACH FOR MAXIMIZING ORGANIZATIONAL PERFORMANCE

Reoungeneria McFarland, LeMoyne-Owen College
Mohammed Shaki, National University

ABSTRACT

Elevated competition has induced many firms to become more innovative and initiate more change processes. In general, business process reengineering is a recommended preference when old processes are ineffective or inefficient. However, total quality should always be the primary goal of every organization. With total quality as the focal point, organization will experience the best of all worlds in the
long run, namely, customers satisfied with a quality product; employers who are satisfied and give their best; and shareholders who reap the benefits of a financially healthy company.

**Keywords:** reengineering, strategy, benefits

### 4. AMERICAN CULTURE AND GLOBALIZATION

Chiou-nan Yeh, Alabama State University  
Jiin Wang, Alabama State University

**ABSTRACT**

We often hear of the globalization of business because business both responds to and expedites globalization. We use the term “globalization” to refer to the deepening relationship and broadening interdependence among people from different countries. The growth of globalization creates both opportunities and threats for individuals, companies, and countries. Globalization engages in specialization types of transactions, such as exporting and importing, the conversion of currencies, and foreign direct investment. The primary forces behind globalization are 1) Technology development, 2) Rising income, 3) Liberalization of cross-border movements, and 4) more cooperation among countries. Information and communications technology (ICT) and its applications in combination with globalization, may change the short-term trade-off between inflation and unemployment, and lower the non-accelerating rate of unemployment. As a result, the economy can expand for a longer period without inflationary pressure emerging. The term “new economy” has been coined to mark the association of non-inflationary, sustained growth with high investment in ICT and restructuring of the economy. Since the U.S. has taken the leadership in process of formation of the new economy, some economists offered this position: globalization means Americanization. The purpose of this paper is to explore the roles played by the U.S. in the process of globalization and new economy, and provide some evidence in support for Americanization.

**Keywords:** American Culture, Americanization, Globalization, International Business, New Economy

### 5. STRATEGIC TEAM LEADERSHIP  
- A PRACTITIONER’S FRAMEWORK FOR MODERN STRATEGIC BUSINESS ENVIRONMENT

James Thomas Kunnanatt, United Arab Emirates University, Al Ain, Abu Dhabi, UAE

**ABSTRACT**

Classic leadership theories - the traditional, behavioral, situational, transactional, transformational and visionary models- have all been successful in the past in guiding managers on how to develop, motivate and inspire fellow associates for excelling performance. But modern organizations have become increasingly complex, nonlinear and strategically-responsive entities structured with advanced networks of highly empowered teams of knowledge workers, making it difficult for any one of these theories to singularly address the challenge of providing strategic guidance to team managers. Strategic Team Leadership (STL), the model presented here, is a multi-theory approach to leadership that combines the visionary, transformational and transactional dimensions of leadership into a single practicable leadership framework. Drawing upon contents from past leadership research, STL incorporates a three-stage bidimensional behavioral intervention model for team management practice and provides step-by-step guidance to modern team managers on how to integrate work deliveries and competencies of teammates with the vision, mission, goals and chosen strategies of their firm.

**Keywords:** Strategic Leadership, Strategic Team Management, Team Development, Team Management
6. THE EFFECT OF RELATIONSHIP QUALITY ON CUSTOMER RETENTION AND WORD-OF-MOUTH COMMUNICATION: AN EMPIRICAL STUDY ON CUSTOMERS OF MOBILE TELECOMMUNICATIONS’ COMPANIES AT DAKAHLIA GOVERNORATE OF EGYPT

Dr. Abd El-Aziz Ali Hassan, Faculty of Commerce, Mansoura University, Mansoura, EGYPT

ABSTRACT

Due to the more and more increased completion in today’s business, many companies are required to build long-term profitable relationship with customers by increasing relationship quality (satisfaction, trust and commitment) to achieve customer loyalty (customer retention and word of mouth communication). Therefore, relationship marketing has become more and more important since last decade of 20th century, especially in service industry. Therefore, this study is aimed to investigate the effects of relationship quality on customer retention and word of mouth communication, by focusing on customers of Egyptian mobile telecommunications sector. According to literature review, an analytical model is developed as a guidance to test the relationship between the research variables. A quantitative method with deductive approach is chosen in this research. In order to collect primary data, a questionnaire is designed and randomly data have been collected from 400 customers of the three Egyptian mobile telecommunications companies (Mobinil, Vodafone and Etisalat Misr) in Dakahlia’ Governorate, Egypt. The findings shows that the Egyptian companies within the service industry of mobile telecommunication can achieve word-of-mouth communication through customer satisfaction and trust. The study also finds that the features of customer satisfaction have a stronger positive effect on word-of-mouth communication than the features of trust.

Keywords: Relationship Quality; Customer Satisfaction; Trust; Customer Retention; Word-of-Mouth Communication; Egyptian Mobile Telecommunication

7. THE CORRELATION BETWEEN THE CIRCULATION SECTOR AND THE ECONOMY IN WUHAN, CHINA - A CANONICAL CORRELATION ANALYSIS

Zhihong Li, Business School, Jianghan University, Wuhan, Hubei, China
William A. Peek, College of Business Administration, Niagara University, New York, USA
Tenpao Lee, College of Business Administration, Niagara University, New York, USA

ABSTRACT

The circulation industry comprises those firms involved in the process that moves the finished products made by the manufacturer to the final consumer via the wholesaler and the retailer. The broad definition of the circulation industry includes all trade in business flows, logistics, information flows, and capital flows. This broad definition includes wholesale and retail trade, residential housing, catering (food services), lodging, transportation and warehousing, and the postal service. The narrow definition of the circulation industry includes wholesale and retail trade, catering, and logistics[1].

A growing dependence upon the circulation industry has improved the functioning of the Wuhan economy accenting specialization and scale of production. This has resulted in increased research interest in the development of correlations among industries. Xiangdong Liu and Jieshen Shi[2] studied the internal links and the structural equilibrium between commerce and the three industries of the national economy and found that the commerce sector has clear features of productive service in the industrialization in China and further made it clear that the commerce should be an elementary and leading sector. Fan Yang, Qian Lu and Yongfang Ai[3] have studied the correlations among the science and technology sector, the information sector and the equipment manufacturing industry in China focusing on correlative and ripple effects through input-output analysis. They find that the science and technology sector and the information sector have played a leading role in the development of the national economy and that the equipment manufacturing industry has relied the most on the input of the scientific and technological resources.
They have also found that the whole level of informational construction is relatively low and that integration with the equipment manufacturing industry was lacking. Naihua Gu, Jiechang Xia have analyzed the motivation of the linkage between the hi-tech and the service sector on the basis of the value-chain model and found that their linkage can extend and increase the value chain of the service sector and raise the level of social productivity and benefits. Weiyang Yu, Weixin Qi have made a study of the relevancy among the industries of the national economy in Qinhuangdao by using the principle of BP Neutral Networking and found that the construction sector has greatly affected the industrial system and that the service sector has become more dependent on the other industries.

Yi Cao, Yuming Shen and Ling Qiu adopt input-output methodology to analyze the correlation between the productive service sector and the manufacturing industry in Tianjin. They concluded that both the productive service sector and the manufacturing industry drop and that the productive service sector predominately served the tertiary industry sector. Huijuan Li studied the internal structure of the tertiary sector in China and found that the direct consumption coefficients of its component to the traditional commercial catering and the traffic and postal service were rather high. The direct consumption coefficients were also found to be very low for the emerging finance and insurance service. Li also found that the influence and the induction coefficients of the traditional catering and the public residential service were high, but those of the finance and the insurance sectors were relatively small.

Shuhan Liu, Rui Zhang and Lixia Liu have analyzed the correlation between the productive service sector and the manufacturing industry in China and found that the intermediate demand structure of the manufacturing industry to the productive service and the structure of the intermediate input of the productive service industry to the manufacturing industry have continued to be upgraded. The pull effect of the productive service sector to the manufacturing industry is stronger than the push of the former to the latter. Jing Cao has done research on the correlation between the circulation sector and the national economy in China concluding that synthetic correlative relationships exist among them, with the linkage of the wholesale and retail sector to the circulation sector being the strongest while that of the primary industry to it is the weakest. Zhimin Dai has confirmed the mode of the technology transfer among the regional industries by analyzing the relevance. All the studies above have paid close attention to the relevance between the circulation industry and the rest of the economy concluding that close links have existed. These results have provided the necessary theoretical support for this paper.


Ozge Uygur, Rowan University
Gulser Meric, Rowan University
Ilhan Meric, Rider University

ABSTRACT

Mergers and acquisitions (M&A) is one of the most popular research topics in finance. The synergistic benefits of and market reaction to mergers have been studied extensively. Most merger studies deal with specific countries. Cross-country mergers and acquisitions have not received sufficient attention. The impact of financial crises on M&A activities has not been studied sufficiently. In this empirical study, we make a contribution on these subjects by comparing the financial characteristics of U.S. target companies acquired by U.S. companies with the financial characteristics of U.S. target companies acquired by foreign companies before, during, and after the 2008 financial crisis. We find that the overall financial characteristics of the two groups of targets were significantly different before the crisis. However, the financial characteristics of the target companies have become quite similar during and after the 2008 crisis. Before the crisis, U.S. acquirers preferred smaller size targets with greater liquidity, higher profit margins, and lower debt ratios compared with foreign acquirers. Our MANOVA test statistics indicate that the overall financial characteristics of the two target groups were not significantly different during and after the 2008 crisis. Our univariate test statistics show that U.S. acquirers preferred smaller size targets during the
crisis and targets with a greater total assets turnover both during and after the crisis.

**Keywords:** mergers, acquisition, finance, crisis

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9. **THE IMPACT OF THE CEO’S FUNCTIONAL CAREER PATH ON A COMMUNITY BANK’S FINANCIAL PERFORMANCE**

Dr. Gerald Sullivan  Keiser University Ft. Lauderdale, Florida USA  
Dr. John Fitzgerald Keiser University Ft. Lauderdale, Florida USA  
Dr. Boris Djokic Keiser University Ft. Lauderdale, Florida USA

**ABSTRACT**

Given the conflicting pressures to make high quality loans to individuals and businesses in their communities, yet simultaneously build the bank’s capital account, it is imperative that the selection of a CEO of a Community Bank be one that can insure high asset quality while simultaneously generating earnings with which to build the bank’s capital accounts. Community Banks, not unlike other industries, tend to select personnel with banking industry experience. The authors sought to determine which of several Functional Career Paths within the banking industry offered the higher probability of success in meeting the financial goals aspired to by both the Regulators as well as the bank’s shareholders and community. Community banks and savings associations in Florida, Georgia, Tennessee, North Carolina and Virginia comprised the study population. A total of 926 institutions were selected from the directories published by the various state bankers’ associations. A self-administered survey instrument was utilized for the study. Interviewees were asked a matrix of open ended questions about their respective banks total assets, total capital, and profit after taxes for a three year period. These figures were obtained or derived from audited financial reports filed with each of the bank’s appropriate governmental regulators. Demographic questions were also asked including “What was the functional career path of the CEO”. A total of seven Functional Career Paths were listed. There were: Commercial Lending, Retail Lending, Operations, Finance/Administration, Investments, Trust, and Other. The findings of the study support the author’s premise that those banks with CEOs having a Functional Career Path in either Commercial Lending or Finance/Administration generate the higher business performance as measure by after tax earnings, capital growth, and market value of the bank.

**Keywords:** career, banks, saving associations

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10. **THE IMPACT OF HIGH POWER AND HIGH UNCERTAINTY AVOIDANCE ON THE USE OF KNOWLEDGE MANAGEMENT SYSTEMS**

Hafid Agourram, Bishop’s University

**ABSTRACT**

This paper presents theoretical arguments claiming that the use of knowledge Management Systems (KMS) in High Power and High Uncertainty Avoidance cultures would be low. We use Hofstede’s (1993) cultural dimensions to explain the theory. The findings would have major implications on organizational productivity and the overall organizational performance. We finally propose a number of guidelines which may help organizations be aware of the importance of knowledge management and knowledge management systems and how these systems can be used for competitive advantages.

**Keywords:** knowledge management system, cultural dimension
11. INCENTIVES FOR PRODUCTION JOINT VENTURES

Shaoping Zhao, The Richard Stockton College of New Jersey, New Jersey, USA

ABSTRACT

This paper explores whether existing producers of a homogeneous commodity have any incentive to set up a horizontal joint venture to compete with the parent firms in the same industry. This issue is linked with the nature of the joint venture itself and the degree to which the joint venture can help coordinate individual firms' action. It is found that, under Cournot competition, the joint venture productions are Pareto improving to the pre joint venture situation. The degree of the improvement depends on the structure of the joint venture itself and the parent control patterns on joint ventures.

Key Words: Joint Ventures, Production, Cournot Game

12. IMPACT OF PRIVACY PERCEPTIONS IN SOCIAL MEDIA MARKETING

Mihai Orzan, Marketing Faculty, Economic Studies University of Bucharest
Călin Vegheș, Economic Studies University of Bucharest
Octav Macovei, Lumina – Southeast Europe University
Claudia Iconaru, Economic Studies University of Bucharest

ABSTRACT

As more companies base their marketing strategies on data gathered or acquired from online social networks, our research main focus is to identify how reliable this data might be considered, taking into account users' behaviour of sharing incomplete or even made up information about themselves. We approach the concept of disclosing personal information on social media websites from two main viewpoints, namely Privacy Calculus Model and Risk/Benefit Ratio. We build a model around this concept trying to determine the determinants of either accurate or inaccurate personal information disclosure online, validated using PLS structural equation modeling.

Keywords: Social networking sites · Information Disclosure · Privacy concerns · Trust · Perceived Behavioral Control

13. DIVIDEND CHANGE AND LONGTERM PERFORMANCE OF UTILITIES

TeWhan Hahn, Auburn University, Montgomery, Alabama, USA
Fred Jacobs, Georgia State University, Atlanta, Georgia, USA

ABSTRACT

This study investigates dividend change of utility firms and its impact on their long term performance. It is shown that utility firms that decrease dividends improve performance after the dividend change period. This result holds regardless of measures of return performance used: raw returns, market adjusted returns and Fama-French three factor model to measure abnormal performance. However, the future return performance of dividend increasing utility firms is various depending on the measures of return performance.

Keywords: Dividend Change, Signaling, Utility Firms
14. WILL RENEWED EMPHASIS ON HIGHER EDUCATION HAVE A SIGNIFICANT IMPACT ON TAX DEDUCTIONS RELATING TO EDUCATION EXPENSES?

Jack R. Fay, Pittsburg State University, Pittsburg, KS, USA
Melvin L. Roush, Pittsburg State University, Pittsburg, KS, USA
Gail L. Yarick, Pittsburg State University, Pittsburg, KS, USA

ABSTRACT

It is likely that there will be a renewed emphasis or increased emphasis on higher education during the next several years due to a push for more people to go to college by the current federal administration and due to the returning of military people from Afghanistan, Iraq, and other places who have a desire to enter college with GI school aid and other types of financial aid. Many of these new students will be eligible for reducing their federal income tax by utilizing adjustments for adjusted gross income and/or itemized deductions. They may also be eligible to take advantage of education tax credits (the American Opportunity Tax Credit and the lifetime learning credit). As there are a myriad of rules and factors concerning education deductions and credits, the authors have chosen to focus on tax benefits for work-related education.

Keywords: Education Tax Deductions, Education Tax Credits, Employee Business Expenses, Self-employed Taxpayers, Work-related Education