ABSTRACTS

1. ENTREPRENEURS RESILIENCE IN VIOLENT AREAS: A COGNITIVE TRIAD APPROACH

Isaura B. Flores, University of North Texas at Dallas
Elizabeth Muñiz, University of North Texas at Dallas
Laura Serviere-Muñoz, University of Dallas

ABSTRACT

This article explores the cognitive factors affecting the entrepreneur’s resilience in the face of violent environments and hardships. In order to understand the mechanism by which entrepreneurs adapt to the daily stressors of a violent area, we proposed a theoretical model that may explain the linkage between resilience and well-being. Using the theory of emotions as a framework, the authors designed and proposed a theoretical model that explains the manner in which such entrepreneurs can develop social, cognitive, and financial resilience in violent areas.

Keywords: International Entrepreneurship; Resilient Entrepreneurs; Violent; Cognitive Triad; Resilience

2. THE DETERMINANTS OF LONG-RUN EXPORT DEMAND FOR KENYAN TEA: EVIDENCE FROM COINTEGRATION AND ERROR CORRECTION ANALYSES

John Kamiru and Macki Sissoko
Norfolk State University

ABSTRACT

This study investigates both the long-run and short-run determinants of the export demand for Kenyan tea from 2002-Q1 to 2012-Q2. Using the Johansen-Juselius maximum likelihood methodology this paper concluded that there exists a stable long-run equilibrium relationship between the export demand for tea, the export tea price (own-export price), the beverage index price(coffee, cocoa, all varieties of tea) taken as proxy for the average price of related export products, the average real income of major importers of Kenyan tea (using the real income of the United Kingdom, one of the major importers of Kenyan tea, as proxy), and the dummy political variable used to capture the structural effects of the 2007 highly disputed presidential election which lead to violence. Results from the error correction model, while validating the existence of an equilibrium relationship, shows that any disequilibrium away from that long-run equilibrium condition between the export demand for Kenyan tea and its basic determinants is restored at the rate of adjustment of over 91%. Consistent with theory, the export demand for Kenyan tea is negatively related to own-export price; but, positively associated with beverage index price as well as to the average income of the country’s major trading partners. Although the elasticity coefficient of own-export price is smaller in the short-run than it is in the long-run, both estimates are less than one; perhaps suggesting that the Mombasa Tea Auction has monopoly power over tea export pricing.

Keywords: export demand for Kenyan tea, cointegration analysis, long-run equilibrium relationship, short-run error correction mechanism.
3. **PERCEPTION OF MARKETING EXECUTIVES ON THE USE OF CO-CREATION AS A TOOL TO BREAK PARADIGMS IN THE AUTOMOBILE INDUSTRY: FIAT MIO CASE STUDY**

Ana Lúcia Borella Guido, PUC SP, São Paulo, SP, Brazil  
Afonso Carlos Braga, PUC SP, São Paulo, SP, Brazil  
Alexandre L. Las Casas, PUC SP, São Paulo, SP, Brazil

**ABSTRACT**

Among the various approaches that the literature offers regarding the process of co-creation, a common element is value creation. In this diverse landscape, the proposal more suitable to apply in this study was developed by Prahalad and Ramaswamy (2004), a model called "D.A.R.T." (Dialogue, Access, Risk and Transparency). In the co-creation Dialogue establishes a relationship of complicity, uniting the parties to a common goal. The Access is the engagement platform. The Transparency is the maximum degree of trust established to maintain the relationship between company and the client and the Risk is reflected by the little control that the company has when interacting with customers while exchanging of experiences (the market from the perspective of co-creation). This article aims to analyze and demonstrate, through a case study, how co-creation helps to break paradigms established in the market (more specifically, the confidentiality in the automotive industry), how a company can innovate the relationship with its customers, and how it should structure the information/process flow. The company takes out that co-create it is necessary to plan, to take the risks of open exposure and collaboration, and fully support from the board.

**Keywords**: Co-creation, Dialogue, Transparency, Engagement, Confidentiality and Automotive Industry

---

4. **WOMEN IN FAMILY BUSINESS: EMPIRICAL FINDINGS**

Christine Duller, Johannes Kepler University, Linz, AUSTRIA

**ABSTRACT**

Women form a significant part of labour force in many countries, so in Austria and Germany. Although the percentage of women in entry and middle management positions is constantly increasing, the proportion of female CEOs and members of supervisory boards remains comparably low. Consequently, the issue of "the glass ceiling" continues to be a relevant problem. Combining the business operations with the complexity of interpersonal relationships, family firms expand the competences of the business community. Traditionally, women in family businesses have played supportive roles that were referred to the family rather than to the business. Today, an increasing number of women are taking on a more active role in family businesses. Although the differences in goals, attitudes, strategic orientation, ownership and performance between family and non-family businesses have been analysed in every detail, the role of women remains less researched. Family businesses might have a higher proportion of women at all institutional levels (owners, executive and supervisory boards). The aim of this study is to explore the role of women in Austrian and German family firms and to develop recommendations for the better use of the untapped potential of women.

**Keywords**: women and business; family business; empirical study
5. THE EFFECT OF ACCOUNTING INFORMATION SYSTEM QUALITY IN THE EFFECTIVENESS OF INTERNAL CONTROL AND RELIABLE DECISION MAKING TO ENHANCE THE PERFORMANCE OF THAI INDUSTRIAL FIRMS

Nichakorn Ditkaew, Rajamangala University of Technology Lanna Tak, THAILAND

ABSTRACT

This study investigated the consequences of accounting information system quality on the effectiveness of internal controls and reliable decision making in Thai industrial firms. With this information the firms were then tested against performance. A sample of 2,042 manufacturing industries in Thailand was chosen and data collected through a mailed questionnaire. Only 832 (40.74%) responders contributed to the data basis of this report. Ordinary least squares regression analysis revealed that the accounting information system quality was positively related to the effectiveness of internal control and reliable decision making. In addition, effectiveness of internal control and reliable decision making also had a positive effect on firm performance. This implied that without accounting information system quality a firm had a greater chance of failure. Contributions and suggestions for future research are presented.

Keywords: Accounting Information System Quality (AISQ), Effectiveness of Internal Control, Reliable Decision Making, Firm Performance

6. CONTRACTUAL CHOICE IN APARTMENT MARKETS: THE ROLE OF ECONOMIC AND INSTITUTIONAL FACTORS IN KOREA

Travis K. Taylor, Christopher Newport University, Newport News, VA, USA
Wonseok Woo, Ewha Women’s University, Seoul, South Korea

ABSTRACT

Apartment rental contracts vary considerably across the world. The ubiquitous monthly rent plus security deposit is the standard contract in the United States and many Western countries. In Asia, apartment landlords employ a variety of contracting methods that can be explained by economic and cultural factors. Frequently, large sums of money will be paid in advance by the tenant in lieu of monthly rents. This paper juxtaposes apartment contracting methods in the U.S. and South Korea. A model is developed to analyze contractual choice in Korea, and ascertain the degree to which landlords and tenants respond to economic and institutional factors.

Keywords: contracting; housing, institutions, Korea, international

“The Western mind sees the world as objects in isolation, while the Eastern mind views the world more as relationships that exist within an overall context.” - Jeremy Rifkin (2004, p. 363)

7. THE STRATEGIC USE OF TEMPORARY WORK – EVIDENCE FROM GERMANY

Christian Lehmann

ABSTRACT

Temporary work is one of the fastest growing employment forms in Western Europe. On the firm level, research on temporary work focuses on environmental and structural characteristics as the main predictors of temporary work. This paper addresses the strategic use of temporary work. It is assumed that the appointment of temporary workers does not happen occasionally, but rather strategically, as part of a firm’s HRM strategy. With data from 235 firms in the German manufacturing industry, we extract two meta-motives of the use of temporary work and identify four idealypical strategies: a strategy of ad-hoc
compensation, an HRM outsourcing strategy, a strategy of HR flexibilization, and a dual strategy, combining HRM outsourcing and HR flexibilization. We further show (a) that each strategy is associated with a specific pattern of use of temporary work, (b) that the four strategies show different relations to other instruments of employment flexibilization, and (c) that each strategy offers different ways to improve a firm’s performance.

**Keywords:** Temporary Work, Employment Flexibility, Human Resource Management, Firm Performance

---

## 8. ONLINE INSURANCE – ROMANIA STUDY CASE

Marius D. Gavriletea, Babes Bolyai University, Business Faculty, Cluj – Napoca, Romania

**ABSTRACT**

In the last years the e-commerce became more important than ever. Insurance industry has to join the trend and to offer online insurance products. This article analyzes the actual online insurance market in Romania and presents the advantages and disadvantages of such a selling channel. The problems observed in this particular market are very delicate because selling insurance is selling a promise. And when the promise goes online the things may be different than usual. The conclusion will be useful both for insurance companies and for potential clients.

**Keywords:** Insurance, online, strategy, petition

---


Francis Mhere, Midlands State University, Zimbabwe  
Tamisai Chipunza, Midlands State University, Zimbabwe  
Stein Masunda, Midlands State University, Zimbabwe

**ABSTRACT**

The period from 1980 to 2003 may have seen the brighter side of the Zimbabwean economy, with the nation reaching the worst levels in terms of economic performance between 2003 and 2008. In light of the crucial role that education seems to play in economic growth, this study explores the relationship between education and economic growth in Zimbabwe for the period 1980 to 2003. The choice of the period was determined by the attempt to exclude years in which the country was in economic doldrums and for which outliers in data are prevalent. Using a dynamic ordinary least squares (DOLS) method, the study observes that education, as measured by government expenditure on education, is a fundamental covariate of economic growth in Zimbabwe. The paper essentially argues that, economic growth, being the ultimate macroeconomic goal for any economy, is crucial and worthy striving for. Its explanatory variables, and specifically, education, should thus deserve priority in fiscal allocation. To achieve economic growth, economies should invest more in education.

**Key Words:** Economic growth, Gross domestic product, Education expenditure
10. INDIVIDUAL AND AGGREGATE STOCK RETURNS IN KOREAN STOCK MARKET

TeWhan Hahn, Auburn University, Montgomery, Alabama, USA

Abstract

Now emerging stock market studies are facing methodological challenges. As Durham (2000) warns, it is highly possible that in emerging stock markets, the fundamentals do not move with returns. In that case, applying investment strategies suggested by U.S. market studies directly in emerging market without checking the fundamental variables’ explanatory power of returns can be reckless. Using Korean stock market as an example, we show that, although Fama-French three factor model can explain the aggregate stock return pretty well, there is no consistent fundamental variable in predicting individual stock returns. This indicates that investment timing and the holding period decisions are more important in selecting stocks in emerging stock market than in U.S. or more industrialized countries. Overall the results of this study strongly question the validity of trading strategy based studies which use fundamental variables as sorting variables without checking the significance of the sorting variables in explaining returns.

Keywords: Fama-French Three Factor Model, Fundamental Variables.

11. STRATEGIC MANAGEMENT ACCOUNTING
IS FAMILY INFLUENCE A CRUCIAL FACTOR?

Christine Duller, Johannes Kepler University, Linz, AUSTRIA

ABSTRACT

This paper examines the impact of family influence on strategic management accounting in (family) firms. Based on an empirical study of 479 Austrian enterprises with at least 50 employees some issues on strategic management accounting - as institutionalisation and implementation of different management tools - are analyzed with special respect to different definitions of family influence. The results show that the definition of family influence is a very crucial factor, even if the analyzed definitions seem to be very similar.

Keywords: family firms, strategic management accounting, empirical study