1. REACTIONS OF TEMPORARY EMPLOYEES TO PSYCHOLOGICAL CONTRACT BREACH

Ezaz Ahmed, Central Queensland University, Rockhampton, Queensland, Australia
Brian D’Netto, Charles Sturt University, Albury, Australia

ABSTRACT

The employment relationship with temporary employees is often poorly managed. Employers assume that these employees have only short term transactional psychological contracts. Adopting a ‘psychological contract perspective’, a qualitative study was conducted to examine the attitudinal and behavioral reactions when the promise of permanent employment to temporary employees was not fulfilled. Results of our qualitative study indicated that temporary employees experienced negative affective reactions (i.e., sadness, depression and betrayal) and adverse behavioral outcomes (i.e., poor performance). The implications of psychological contract breach are discussed.

Keywords: temporary employees, psychological contract breach, employee status.

2. RECONSTRUCTING THE SOMALI STATE: THE ROLE OF PUBLIC-PRIVATE PARTNERSHIPS

Yusuf Nur, Indiana University Kokomo, Kokomo, Indiana, USA
Dmitriy Chulkov, Indiana University Kokomo, Kokomo, Indiana, USA
Jason VanAlstine, Indiana University Kokomo, Kokomo, Indiana, USA

ABSTRACT

This study discusses the role of the private sector and public-private partnerships (PPPs) in reconstructing the Somali state and economy. We review the historical background of the economic and political change in the Somali Republic and focus on the role of public-private partnerships in infrastructure investment and development. Statelessness in the Somali Republic has created an environment in which new business models could flourish with minimal government interference, and without competition from international firms. Empirical evidence suggests that the private sector in the Somali Republic adjusted to statelessness and created new operational models that can be tapped into in order to help the Somali Republic rebuild its state institutions and public infrastructure. This study proposes that public infrastructure investment may build on the successful business models that the Somali economy developed in recent years and argues that PPPs have a unique role to play in the reconstruction of the Somali infrastructure.

Keywords: Public-private partnerships, Infrastructure, Somalia, Public Economics, International Business.

3. FINANCIAL UNIQUENESS AND PREDICTIVE MODEL FOR FINANCIALLY DISTRESSED, LISTED CHINESE SMES

Kanitsorn Terdpaopong, Faculty of Accountancy, Rangsit University, Pathumthani, 12000, Thailand
Martin Hovey, UNE Business School, University of New England, 2352, Australia

ABSTRACT

The purposes of this paper are to identify the financial uniqueness of financially distressed and non-financially distressed SMEs in China and also to develop a logistic regression model to distinguish the distressed from the non-distressed ones. The sampling frame is the listed companies on the Shenzhen
Stock Market’s SME Board in 2010, consisting of 506 companies. The study applies parametric t-test and logistic regression to validate the hypotheses and model. The findings from the study indicate that there are common financial characteristics between the distressed and non-distressed groups. For distressed Chinese SMEs, liquidity did not seem to be a problem, but rather the abilities and skills of management of the distressed firms had a material bearing. The model in distinguishing distressed from non-distressed firms one year in advance is developed with an acceptable 85 per cent accuracy rate. The model should be further developed to minimize the Type I errors. New variables both qualitative and quantitative can be added. The paper contributes to the literature as very few studies have examined the distressed and non-distressed SMEs both in relation to financial characteristics and predictive model. The paper’s findings have implications for practitioners - investors, financial institutions, and the managers and regulators who are concerned with the sustainability of Chinese SMEs and the economy of the whole nation, to be able to detect/predict/judge the financial viability of the SMEs.

**Keywords:** Financial characteristics, Chinese SMEs, distressed and non-distressed SMEs, Logistic regression analysis model

4. THE EFFECTS OF PERCEIVED HARM ON CUSTOMER FORGIVENESS AND TRUST

Thorhallur Gudlaugsson, School of Business, University of Iceland, Reykjavik, Iceland
Fridrik Eysteinsson, School of Business, University of Iceland, Reykjavik, Iceland

**ABSTRACT**

In October 2008 three of the biggest banks in Iceland collapsed along with the biggest savings and loans. The banks’ trust was ruined. Many customers were directly harmed as a consequence of the banks’ collapse. The level of customer forgiveness was low. This paper deals with the research questions, “What is the relationship between customer forgiveness and their trust towards the Icelandic banks?” and “What is the effect of the harm perceived by the customers of the Icelandic banks on their forgiveness and trust towards the banks?” The methodology is quantitative, in the form of a survey. The population of interest was customers of the Icelandic banks. The findings show that there is a strong positive correlation between customer forgiveness and their trust towards the Icelandic banks. It also shows that the harm perceived by the customers has an effect on both their forgiveness and trust towards the banks even though in both cases the effect size is rather small.

**Keywords:** Harm; Forgiveness; Trust; Banks; Banking crisis

5. CORPORATE RESPONSE TO THE REGULATIONS FOR SUSTAINABILITY: A CASE STUDY OF THE LEADING GLOBAL CORPORATIONS

M. Berk Talay, University of Massachusetts Lowell, Lowell, Massachusetts, USA
Eunsang Yoon, University of Massachusetts Lowell, Lowell, Massachusetts, USA

**ABSTRACT**

Regulation is presupposed as one of the major driving forces for the corporate commitment to sustainability. In this paper we review the rationale, scope and impact of government regulation, streamline the modes of corporate response to the regulation and present the findings from a survey of public perception and a content analysis of the Corporate Social Responsibility (CSR) reports on the sustainability initiatives. The average measures in the our perception survey reconfirm that government regulation is an important factor along with the other key drivers of the corporate commitment to sustainability such as customer demand, technological advances, CSR initiatives and social activism. The frequency analysis of the contents in the CSR reports of the leading global corporations shows that regulation is the most important driver of the sustainability commitment along with the economic concern of the corporations. A close examination of the mission, plan and performance of the global corporations
suggests that the proactive or collaborative approach is a typical corporate response to regulation. Implications and directions for future research are derived from our exploratory research findings.

Keywords: Drivers of Sustainability; Incentives for Sustainability; Sustainability Regulations; Case Study

6. A STUDY OF WORK VALUES OF TYPE A VS TYPE B PERSONALITIES IN AMERICAN AND INDIAN CULTURES

Dr. Sunil K Agarwal, Plano ISD, TX, USA

ABSTRACT

Personality characteristics and Culture are steadily being recognized in corporate, government and in personal life. Work Values constitute an important component of the all-encompassing value system of humans as they seek for self actualization through work. The employee’s behavior is moderated by the Personality type as well as by his Mental Schema (Combination of attitude and values, personality disposition, beliefs and opinions, and the mental framework) which develops with socialization. Culture is important as the individuals when they join and move from one organization to another carry the Culture along with them. Impact of Culture on emotions of the people influences the handling of the situation in the organization, like the western notion of the persons as the independent, self contained, autonomous entity which comprises a unique combination of internal attributes is not applicable to non western countries. “Self” is construed as interdependent in Eastern Culture. That really affects employee’s way of working, emotional competence and handling stress. The present study will help companies make the right choice of individuals by putting them into the right slot suitable to their Type of Personality, Culture and their Work Values. In other words it will help in tailoring individual-job-organization- fit.

Keywords: Work Values, Culture, Personality, Individualistic, Collective, Job-fit

7. ANALYZING DATA IN SOCIAL NETWORKS-AN ETHICAL DILEMMA?

Malini Krishnamurthi, California State University, Fullerton, California, U.S.A.
Anthony Chu, California State University, Fullerton, California, U.S.A.

ABSTRACT

Social networking websites such as Facebook, MySpace, and Twitter contain enormous amounts of personal information that users knowingly or unknowingly reveal about themselves. Such information could be of interest to employers, governmental institutions, retail firms, financial institutions and other entities. However, if the data is not used appropriately it could harm the users and pose a legal threat to the organizations that are seeking such information. This paper explores whether mining data in social networks violates an individual’s right to privacy and what if any current laws exist to protect users.

Keywords: Ethical use of Technology, ethics in social network data and business ethics.
8. INVESTIGATION OF PRODUCT CHANGE PROJECTS IN COMPANIES WITH
MULTI-VARIANT SERIAL PRODUCTION

Herwig Winkler, Alpen-Adria-Universität Klagenfurt, AUSTRIA
Michael Slamanig, Accenture Management Consulting, GERMANY

ABSTRACT

New product introduction is becoming more important for numerous companies in different industries to stay competitive and successful in the long run. Especially companies striving to fulfill individual customer needs by offering a high range of product variants are forced to renew their products more frequently. As time periods in which new products are introduced continue to shrink, product changes have to be carried out more frequent. From an innovation management perspective new product introduction has been intensively discussed so far. However, up to now, in the area of production management there is a lack of academic research in the field of product change projects. Thus, in this article based on a theoretical analysis and results from an exploratory empirical investigation, we highlight the main challenges companies are facing in the product change phase which lead to a delayed and/or inefficient product change and thus to an inappropriate new product introduction.

Keywords: product change, product change projects, new product introduction, empirical results.

9. THE ROLE OF DEVELOPING COUNTRIES IN THE PRESCRIPTION DRUG MARKET

George Andreopoulos, City University of New York, New York, USA
Giuliana Campanelli Andreopoulos, William Paterson University, Wayne, New Jersey, USA
Alexandros Panayides, William Paterson University, Wayne, New Jersey, USA

ABSTRACT

Over the last ten years, there has been a phenomenal increase in the use and abuse of prescription drugs and the developing countries have been playing a leading role, in particular as suppliers of counterfeit drugs to other developing countries. These phenomena have extremely serious economic, social and ethical implications. Unfortunately, the literature on prescription drugs does not address properly this issue and the scope of the study is to shed some light on this debate by looking at the main actors, linkages, causal factors and suggest policies in order to address the challenges posed by such phenomena.

Keywords: Prescription drugs, counterfeit, developing countries

10. EVALUATION OF FINANCIAL INCLUSION STRATEGY COMPONENTS: REFLECTIONS FROM INDIA

Sanjay Sakariya, Pandit Deendayal Petroleum University, Gandhinagar, Gujarat, India

ABSTRACT

Recent-past financial inclusion has been emerging as priority for policymakers and regulators worldwide with increasing number of nations introducing comprehensive measures to improve access and usage of tailored made financial services, informed by a fast-growing body of experience and knowledge. Financial inclusion strategies are the road maps of actions, agreed and well-defined planning at the national or sub-national level, which followed by the concerned stakeholders to achieve financial inclusion objectives of the specific country. A strategy can promote a more effective and efficient process to achieve a significant improvements in financial inclusion, and is ideally prepared with the private sector in order to establish and achieve shared, achievable goals for financial inclusion. The research paper tried to evaluate the
financial inclusion strategy components carried out by The World Bank during June 2012 in its ‘Financial Inclusion Strategies – Reference Framework’ document. The paper gives insights about how India has adopted numerous financial inclusion strategies based on this reference framework. It further highlights the reflections from Indian experiences.

**Keywords:** Financial Inclusion; Financial Inclusion Strategy; Financial Inclusion Strategy Components; Indian Banking Industry; Economic Development; Inclusive Growth.

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### 11. INCOME DISPARITIES IN THE USA: EVIDENCE IN THE CAPE FEAR REGION IN NORTH CAROLINA USING ANOVA ANALYSIS.

Abdoul Wane, Ph.D., Fayetteville State University, NC, USA
Inder P. Nijhawan, Ph.D., Fayetteville State University, NC, USA
Fazlul Miah, Ph.D., KFU of Petroleum and Minerals (KFUPM), SA

**ABSTRACT**

An ANOVA analysis provides evidence of significant economic disparities in Per Capita Income among Whites, Blacks, American Indians and Asians in the Cape Fear Region in North Carolina which encompasses 10 counties. Furthermore, the paper found that education is still the main factor that engenders disparities among the different races. The study used data from the US Census Bureau, the American Community Survey, the North Carolina Department of Commerce and many other sources.

**Keywords:** Economic Disparities; Per Capita Income, Cape Fear Region in North Carolina

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### 12. EMPLOYER PERCEPTIONS OF ONLINE DEGREES FOR OBTAINING EMPLOYMENT

Armando Salas Amaro
John Fitzgerald

**ABSTRACT**

The article on employer perceptions of online degrees focuses on studying employers’ feelings and beliefs about online education degree programs. A prior study conducted by the researchers last year showed a growing interest on the part of students in online degrees. For working adults, it’s the preferred choice when returning to college. The authors reveal how employers feel about online learning and the versatility and skill set of a job candidate with an online degree.

**Key Words:** Online degrees, online education, employment, employers, employer perceptions, working adults, accreditation

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### 13. A FACTOR ANALYSIS OF OCCUPATIONAL STEREOTYPES FOR HIGH SCHOOL STUDENTS AND ADULTS

Suzanne N. Cory, St. Mary’s University, San Antonio, Texas, USA
G. Martinez, St. Mary’s University, San Antonio, Texas, USA
Thomas E. Reeves, Analytic Focus, San Antonio, Texas, USA

**ABSTRACT**

Factors relating to personality trait perceptions of business occupation members on the part of two groups were determined: (1) high school students and (2) adults. First, a semantic differential and Cattell’s
Sixteen Personality Factor Questionnaire were used to identify personality traits for four different business occupations: (1) accountants, (2) bankers, (3) stockbrokers and (4) marketing managers. Personality factors were then determined for each group and several differences were found, suggesting personality traits perceptions (e.g., occupational stereotypes) differ between high school students and adults.

Keywords: career counseling, occupational choice, occupational stereotypes, personality perceptions, factor analysis