1. IMPACT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ON CONSUMERS’ ATTITUDE TOWARDS CORPORATE IMAGE AND PURCHASE INTENTION IN THE NIGERIAN GSM TELECOMMUNICATION INDUSTRY

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ABSTRACT

This study investigated the extent to which the CSR activities of organizations in the Nigerian telecommunications industry affect consumers’ attitude towards their corporate image and contribute to the purchasing intention of the prospective consumers. The aim of this study is to assist marketers in the Nigerian GSM telecommunications industry develop strategies that will help them take full advantage of CSR towards improving their corporate image, consumers’ purchase intention and patronage. The exploratory research design was employed to study a sample of 600 consumers of the four major operators in the Nigerian GSM telecommunications industry. It was discovered that consumers’ feelings about their company’s CSR attributes was related to how they felt about their company’s image and purchase intention. Thereby supporting existing literature that there is a positive relationship between CSR and attitude towards corporate image and purchase intentions.

Keywords: CSR, Consumers’ Attitude, Corporate Image, Purchase Intention, Nigerian GSM Telecommunication Industry

2. SENIOR MANAGEMENT ASPIRATIONS IN CHINA AND THE U.S.: EFFECTS OF GENDER AND CULTURAL VALUES

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ABSTRACT

U.S. business students were more likely to aspire to senior management positions than were Chinese students. While males exceeded females in such aspirations in both countries, the gender difference was greater in the U.S. than in China. Others focus (concern for what others think) had a negative association with senior management aspirations in the U.S., but not in China. Desire to help others and individualism both were positively associated with senior management aspirations, with the latter being more so in China than in the U.S. In China the traditions of collectivism and high power distance, may suppress both the motivation to attain such positions and the expectancy of being able to do so. Female professionals in both countries are often an undervalued and underutilized resource. Therefore, organizations would be well-served to accommodate the special needs of female employees. The educational preparation of students for the global economy should go beyond exposure to a few general national cultural values, as it is important to understand how individuals’ personal characteristics interact with the cultural values of their native countries to influence career aspirations.

Keywords: Individualism, Collectivism, Gender Differences, Career Perspectives
3. **DETERMINANTS OF INTERNAL REFERENCE PRICES – EMPIRICAL STUDY AND MANAGERIAL IMPLICATIONS**

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**ABSTRACT**

Previous research on pricing demonstrates that among approaches of pricing strategy and price determination, behavioral approaches to perception of prices play an important role for purchasing decisions. The reference price is an individual price perception of a customer for one product. Consumers compare real prices of products and services with own price norms for these outputs. The aim of the present paper is the examination of reference prices and the analysis of changes of the individual reference price over time and the final derivation of management implications. Therefore, an empirical study for two products, pastries and furniture, is conducted.

**KEY WORDS**
Reference Price, Assimilation-Contrast-Theory, Price Memory, Price Perception

4. **TO PATENT OR NOT TO PATENT: WHAT FACTORS DRIVE SUCCESS IN THE PATENTING RACE?**

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**ABSTRACT**

This paper uses a unique and rich pan-Canadian firm-level dataset from 375 biotech firms in Canada to investigate factors that drive success in the patenting race. Results show that geographic proximity to potential competitors is not necessarily conducive to a patenting race, suggesting that in an environment of keen competition, firms may prefer other means of protecting their innovation over patents. Also firms that dedicate large amounts of human and financial resources to R&D and have a strong management team are more capable to generate path-breaking innovations that are more likely to be given IP rights protection. Patenting strategies vary with firms’ size and the technological regime. Some managerial and policy implications for effective innovation protection are drawn.

**Keywords**: biotech firms; patents; propensity to patent; technological regimes; patenting race.

5. **IMPACT OF RAIL MEGA-MERGERS OF THE 1990s UPON PERFORMANCE, SERVICE AND RATES**

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**ABSTRACT**

Railroad consolidations beginning in the 1980s and reaching a peak in the 1990s brought about significant changes in the composition of the Class I rail carriers where today only seven Class I carriers are in operation in North America. The two key questions to be answered are have these mergers resulted in increased efficiency and thereby increased profitability of the remaining rail carrier; and, have the mergers had a positive impact on shipper service and rates. This paper attempts answer at least part of these complicated questions. The conclusion of this paper is that rail mergers have significantly
improved most rail carrier operating efficiencies. The paper also concludes that rail mergers have, in
general, provided better service to rail shippers in the form of single-line service and significantly lower rail
rates.

**Keywords:** Rail mergers, BNSF, Union Pacific, Norfolk Southern, CSX, Railroad performance measures,
Railroad operating ratios

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## 6. FAMILY FIRMS AND INNOVATION

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**ABSTRACT:**

This study aims to investigate the relationship between Family firms and innovation. This paper will examine how innovation capacity is affected by family involvement and other characteristics of a family firm. We will analyze 100 U.S. Family firms, from America's largest 100 family firms out of the Family business magazine, winter issue 2011. We will observe family Involvement, size, and age of the firm along with other TMT demographics. To understand innovation in family-owned businesses, we will focus on the capacity to innovate as well as innovative activities such as research and development, number of patents, and new product development. The purpose of this study is to examine how family business characteristics, specifically Top Management Teams (TMTs) and innovation are related. Specifically, this research will investigate the significance of the innovative capacity and how it is influenced by family involvement, difference of age, long term orientation and other TMT characteristics of family firms. We hope to contribute to the field by developing a better understanding of innovation and sustainable competitive advantage within the Family Business. This paper will advance the research on strategic innovation in a family firm as well as shed light on the failure of innovation management literature to recognize, embrace and deliberately integrate family firms into the literature.

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## 7. RAISING THE BAR: A LONGITUDINAL EXAMINATION OF THE ANTECEDENTS OF POSITIVE DISCREPANCY PRODUCTION

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**ABSTRACT:**

This study examined motivational mechanisms involved in discrepancy production, or “raising the bar” when setting personal goals over time. While theories such as such as social cognitive theory, control theory, and expectancy theory have been used to predict discrepancy production, there are still questions involving the antecedents of discrepancy production. It was hypothesized that discrepancy production will be (a) positively associated with self-efficacy, (b) inversely related to negative self-affect (performance dissatisfaction and worry), (c) positively related to valence, and (d) positively related to instrumentality. Data were collected biweekly from 147 undergraduate students over a 10 week period. Results indicated that (a) discrepancy production occurred 51.1% of the time on the second observation, 61.6% at Time 3, and 67.3% at Time 4, (b) self-efficacy moderated the relationship between performance worry and discrepancy production, (c) valence moderated the relationship between worry and discrepancy production, and (d) dissatisfaction with performance was a significant predictor of increased discrepancy production. Implications and directions for future research are discussed.

**Keywords:** Motivation; Discrepancy Production; Social Cognitive Theory; Control Theory; Self-Efficacy, Expectancy Theory
8. KNOWLEDGE SHARING, ABSORPTIVE CAPACITY AND INNOVATION PERFORMANCE

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ABSTRACT

This research investigates the relationships between knowledge sharing, absorptive capacity, and innovation performance in Korean's high-tech industries. This study proposed statistical hypotheses and a mediated regression model to study these based on the data sampled from 118 Korean firms, including electronic, mechanical engineering, IT business and bio-chemical industries. By testing three hypotheses, this study finds that absorptive capacity is the intervening factor between knowledge sharing and innovation performance. It also shows that knowledge sharing has a positive effect on absorptive capacity, and that a completely mediating model exhibits both model generalization and extension characteristics. Finally, managerial implications are discussed and a brief conclusion is presented.

Keywords: knowledge sharing; absorptive capacity; innovative performance;

9. GENDER DIFFERENCES IN RELATION TO HOFSTEDE’S NATIONAL CULTURAL DIMENSIONS

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ABSTRACT

This study provides an exploratory examination of gender differences in cultural characteristics within the Icelandic culture. Hofstede’s framework is applied as it has received great attention from business scholars for decades. More recently increased attention has been given to the gender difference found in this model. The research question is: What is the gender difference within Hofstede’s five cultural dimensions in Iceland? Participants were 427 undergraduate students at the University of Iceland. The five dimensions of national culture were measured using a scale developed by Hofstede (1994) called VSM94. The findings of this study reveal a considerable difference in relation to gender, particularly on the Masculinity/femininity dimension where women rate the culture as being more feminine than men do.

Keywords: Hofstede’s Cultural Dimensions, Gender Gap, Workforce Participation in Iceland.

10. ASSESSING CUSTOMER EXPERIENCES IN A MEDICAL SERVICE

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ABSTRACT

This study is primarily to develop the measurement of customer experience which could apply to any service industries. The importance of customer experience has been rapidly and dramatically increased in both service and manufacturing companies. As a starting point to develop an instrument measuring the customer experience, this study developed the multi-item questionnaire for a medical service and empirically tested the validity of the questionnaire. The survey was conducted to 127 patients who are currently experiencing the medical service. Consequently, the instrument which could measure three types of experience clues in a medical service was proposed.

Keywords: Customer Experience, Medical Service, Assessment of Clues