

ABSTRACTS**1. NEW SERVICE DEVELOPMENT AND SUPPLY CHAIN MANAGEMENT:
LITERATURE REVIEW AND PROPOSITIONS FOR FURTHER RESEARCH**

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ABSTRACT

Creativity Theory can offer several insights into maximizing the firm benefits of New Service Development for Logistics Service Providers (LSPs). LSPs operate in a rapidly changing environment where competitive advantages are fleeting. To counter service appropriation by competitors LSPs need to be continually innovating, yet both the environment and the NSD process itself don't seem to be conducive to innovation. Creativity Theory can help in understanding this discrepancy by highlighting parts of the creative process that are under-utilized in the NSD process and pointing out strategic directions for further development.

Keywords: *New Service Development, Creativity, Logistics Service Providers, Organizational learning*

**2. NETWORK INTERACTION OF INDIAN WOMEN ENTREPRENEURS:
AN EXAMINATION ACROSS VENTURE STAGES**

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ABSTRACT

Recent research from India suggests that the composition of entrepreneurs' networks change as firms transition beyond their startup stage. Questions remain, however, as to whether these preliminary findings may extend to women entrepreneurs. Consequently, in this study we examine the characteristics of Indian women entrepreneurs' networks both during and after the venture startup stage, as well as test whether network composition changes occur as Indian women's ventures transition away from startup. Findings suggest that some characteristics of Indian women entrepreneurs' networks do change over time. However, results additionally show that "personal networks" (family and friends) played a dominant role in the composition of Indian women's network across venture stages. Post-hoc analyses further revealed no differences in the network composition of Indian women entrepreneurs across an entrepreneur's education level and her previous industry experience.

Keywords: *Indian Women Entrepreneurs, Networks, Entrepreneurship, Small Business Owners*

3. STUDYING ONE'S OWN: THE ASIAN INDIAN STUDENTS AS CONSUMERS IN USA

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ABSTRACT

In this autoethnographic study, I examine how immigrant Indian students go through acculturation through negotiating their consumption experiences in the first few months of their sojourn in USA. Through intensive fieldwork spanning four months, which included immersive participant observation, interview, reflection, and analysis, insights were gained about the essence of the consumer experience as a student/immigrant in USA. Three themes are highlighted – overwhelming abundance, camaraderie in consumption, and anchoring to the familiar. These themes are discussed in the background of their overall acculturation experience.

Keywords: *consumer acculturation, auto ethnography, immigrant culture*

4. IS A DOUBLE-DIP RECESSION AROUND THE CORNER?

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ABSTRACT

Quantitative easing, bank recapitalizations and fiscal spending have ended the Great Recession in June 2009, economic data, however, indicate the recovery has been painfully slow and uneven. Moreover, eurozone's sovereign debt crisis could have a significant negative impact on the world economy. A lesson may be drawn from the history of the Great Depression is that the policy makers should err on the side of caution. Unfortunately, with the budget deficit running at 8.7% of GDP which is the third largest shortfall in the last 40 years, political opposition to fiscal stimulus is high. And now, Washington is in a gridlock and spending cuts are on the way. Are we going to make the same mistake that we made in 1937?

Keywords: *Great Depression, Great Recession, Double-Dip Recession, Eurozone*

5. EMOTIONAL INTELLIGENCE AND BRAIN THEORY: NEUROBIOLOGICAL UNDERPINNINGS

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ABSTRACT

Neurobiological research on human emotions is a highly advanced branch of medical science that can enhance our understanding of how emotional intelligence works in human beings. But the findings in this area have largely remained alien to management practitioners. Though some neurobiologists have successfully linked biological research with human emotional behavior the results have rarely been communicated to managers and organizational behavior practitioners. This paper reviews important works in neurobiological research related to human emotions and integrates them to provide HR managers and OB practitioners with a biologically oriented understanding of emotional intelligence. Furthermore, the article presents an overview about how emotional intelligence training programs can be configured to help organizations improve emotional intelligence of employees.

Keywords: *Emotional intelligence, brain theory, emotional control, rational control, rational-emotional process*

6. TECHNOLOGY SATISFACTION AND EFFECTS ON OVERALL CUSTOMER SATISFACTION IN THE BANKING INDUSTRY

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ABSTRACT

This paper synthesizes the literature on relationship marketing as it relates to technology used by consumers in the financial services industry. The conceptual model and related hypotheses suggest that differentiated service for relationship customers is expected to result in greater overall satisfaction and that customers satisfied with banking technologies, especially Automated Teller Machines and Telephone Banking will be more highly satisfied with the banking firm, in general. This paper evaluates the extent to which key demographic variables moderate these relationships. The conceptual model and hypotheses were tested with data collected using a questionnaire in a telephone survey setting. 1,149 customer responses were analyzed using a series of regression and analysis of variance techniques. The empirical analysis suggests that relationship customers and customers satisfied with banking technology have a higher level of overall satisfaction with their bank. Since the management of relationship protocols is expensive, these findings imply that specialized protocols are important tools in achieving high rates of customer satisfaction and that continuing banking technology enhancements may be important to maintaining a high level of customers satisfaction among the firm's customer base.

Keywords: *Financial Services, Customer Satisfaction, Loyalty, Technology, Banking, ATM, VRU*

7. KNOWLEDGE FLOWS THROUGH INTERPERSONAL RELATIONS: THE IMPACT OF STRUCTURAL EMBEDDEDNESS ON ACQUIRED DATA AND KNOW-HOW

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ABSTRACT

This study examines the role that structural embeddedness plays in influencing the flow and value of knowledge acquired from a social relationship. Its focus is two types of knowledge – data and know-how.

With a sample comprising 728 dyads of relationships held by managers in a large pharmaceutical company, we assess how the level and value of knowledge these managers receive from each exchange partner is affected by the extent to which their relationship is structurally embedded by ties to common third parties. The more structurally embedded a tie, the more data and know-how it yielded but the less valuable the acquired know-how was for job performance. The marginal value of acquired data, however, was not affected, suggesting that the value of social ties as sources of data may not reside in diversity.

Keywords: *Structural Embeddedness, Knowledge Flow and Value, Dyadic Social Capital*

8. THE IMPACT OF THE 2011 POPULAR UPRISING ON THE CONSTRUCTION INDUSTRY RETURNS IN EGYPT

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ABSTRACT

On January 25th 2011, a popular uprising started in Egypt and ultimately led to the resignation of longtime President Hosni Mubarak. The Egyptian "Revolution" took different forms such as civil disobedience and labor strikes. This study used a standard event methodology in analyzing the impact of the uprising on the Egyptian's construction sector returns. The results showed that the popular uprising had a negative impact on the Egyptian construction sector returns.

Keywords: *Egypt, Event Studies, Political Protests*

9. EXPECTATION OF UNIVERSITY EXPERIENCE: GENDER PERSPECTIVE

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ABSTRACT

Recent trend in university education shows increasing female student enrolments in university worldwide and have an impact on their operation - universities are increasingly taking action to understand gender differences in expectations of university experience so that they can take appropriate action to ensure the quality of the learning environment for all students and to better manage competition in the university education industry. However, there is a scarcity of study on gender differences with respect to student's expectation of a good university experience among Asian international students, the largest constituent of fee-paying students in Europe, United States of America, Australia and New Zealand. A sequential qualitative-quantitative study using in-depth interview and questionnaire survey among Asian international students in New Zealand revealed female students have higher expectations of university experience (support services, teaching and expected learning outcomes) than male students. The study also suggested a good student's university experience (irrespective of gender) led to a strong alumni-university relationship, and the willingness to promote their alma mater to their peers and family members. Managerial implications and limitations of research are discussed.

Keywords: *university experience, expectation, Asian international students, gender differences*

10. IRAN'S OIL NATIONALIZATION ISSUE AND THE WORLD BANK PROPOSAL

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ABSTRACT

When the Prime Minister Musaddiq of Iran was in New York in 1951 to defend the Iranian case at the United Nations, the World Bank made an attempt to act as a mediator to resolve, on a temporary basis, the dispute between Iran and Britain. The person who was instrumental in making the World Bank to play a role in the dispute was the Pakistani ambassador, Habibollah Isfahani. The idea was to authorize the Bank to run Iran's oil industry while a settlement was being worked out between Iran and Britain. Despite the good intentions of the Bank, the two parties in the dispute seemed far apart on some of the main issues, and the proposal was never implemented.

Keywords: World Bank, oil nationalization, Iran-U.K. oil dispute, Musaddiq

11. FACTORS INFLUENCING SMALL AND MEDIUM SIZED ENTERPRISES (SMES) ACCESS TO THE BANK CREDIT IN THAILAND

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ABSTRACT

This research aims to investigate the source of fund and the factors influencing the Small and Medium Sized Enterprises (SMEs) the Northeastern Thailand access to the Bank Credit. The research found that the majority source of fund of the SMEs in Northeastern Thailand is the credit from domestic commercial bank. The factors the Influence the Small and Medium Sized Enterprises (SMEs) access to the bank credit including the business collateral, manager's education, and working experience, the business market share and business plan, and transaction cost of credit. The findings of this research might use as a guideline for the SMEs entrepreneurs to prepare for access to bank credit. In addition, the government sector can also use this research as basic information for promote the SMEs in Thailand.

Keywords: Credit Access, Small and Medium Enterprises (SMEs), Bank Credit, Northeastern Thailand

12. START-UPS: THE UNIVERSITY AS PROMOTER, MAIN LINES OF RESEARCH

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ABSTRACT

From the origins of the industrial revolution there has been a controversy about the role of the state helping or protecting companies, mainly at the beginning of their activities, the so-called infant industries question. This paper discusses this controversy from the point of view of the History Economic Thought. The origins of infant industry protection will be found in the Classical School. Smith, Ricardo and Mill all wrote about the convenience of helping newly set-up firms.

One of the reasons for protecting an infant industry is to stimulate the learning effects that will improve productive efficiency. Furthermore, these learning effects might spill over into the rest of the economy as managers and workers open new businesses or move to other industries in the economy. To the extent that there are positive spill over or externalities in production, although firms are unlikely to take account of these in their original decisions. Thus, if left alone firms might produce too little of these types of goods and economic development would proceed less rapidly, if at all.

The economic reasons for these arguments are for instance, employment, more development, less poverty, GDP increase and rise of competitive position in the international trade.

On the other hand, more liberal schools of thought oppose any kind of state assistance; according to them protection of new companies tends to uncompetitive markets, and prices above the equilibrium. Long term survival therefore cannot be guaranteed for those companies which appear into these special conditions. In other words, if favourable conditions end the majority of these companies will disappear.

The aim of this paper is to confirm that political regulation and state aids work in favour of the emergence of new firms, long term survive for these firms cannot however be guaranteed.

Keywords: *Infant industry, Start-ups, History of Economics Thought, Incubator*

13. CROSS BORDER MERGERS: NONPARAMETRIC MEASUREMENT OF FIRM EFFICIENCY

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ABSTRACT

Cross border mergers and acquisitions by Indian Firms have increased tremendously in the last decade. One of the reasons attributed to this increase is the quest for foreign technology and processes by an emerging market. However, does the shareholder gain in foreign acquisition? This paper uses nonparametric, Data Envelopment Analysis method to compare firm efficiency and the impact on domestic shareholder wealth prior to and after the merger. We find that there is no change in stockholder wealth as calculated by six measures of firm efficiency, dividends per share, operating margin, operating profit per share, return on capital employed, return on net worth and earnings per share, before and after the merger.

Keywords: *Cross Border Mergers, Firm Efficiency, Data Envelopment Analysis*

14. A PEDOGOGICAL REDESIGN: THE EDUCATION VALUE OF TABLET PC IN CIS INSTRUCTION

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ABSTRACT

It is a scientific fact that people will retain significantly more (as much as 80%) if they can see, hear, and do simultaneously in learning. Therefore, an effective instructor should employ multiple methods of delivery especially when the material at hand is particularly complex. The Tablet PC has been widely known for its ability to conveniently and intuitively accept input through a digital pen, store the handwritten input, and allow annotations. Hence, it is believed that the computer courses that involve a high degree of complicity in content could be taught more efficiently and effectively through course redesign and the application of pen-computing, or Tablet PC technology. This paper describes a proposed pedagogical redesign that evaluates the education value, with respect to the interactive features of the Tablet PC in an environment where the "Student-Centered Learning" concept and practice is emphasized.

Keywords: *Curriculum Redesign, Pedagogy, Tablet PC, Student Centered Learning*
