

**ABSTRACTS****1. DEVELOPING ENTREPRENEURSHIP AMONG CHINESE, FINNISH AND US BUSINESS STUDENTS: IMPLICATIONS FOR ENTREPRENEURSHIP EDUCATION**

Ellen A. Drost, California State University, Los Angeles, California, USA

**ABSTRACT**

*This paper examined three antecedents of Chinese, Finnish and US business students' intentions to become entrepreneurs, namely, entrepreneurship education, entrepreneurship experience, and entrepreneurial self- efficacy. We found that entrepreneurship education predicted entrepreneurial intentions across countries, while experience predicted entrepreneurial intentions in Finland, only. Additionally, we found that self-efficacy mediated the relationship between education, experience and entrepreneurial intentions across countries. Even though our results indicated that the antecedents predicted entrepreneurial intentions across countries, results also indicated variations in the entrepreneurial intention relationships by country. Our results support the argument that cultural differences should be taken into consideration when developing entrepreneurship education programs and policies. Implications for education and research are discussed.*

**Keywords:** entrepreneurship, entrepreneurial intent, entrepreneurship education, entrepreneurship experience, entrepreneurial self-efficacy, international entrepreneurship

---

**2. A HYBRID APPROACH TO ACCOUNTING PRINCIPLES: PERCEPTIONS OF FACULTY AND BUSINESS PROFESSIONALS**

Emmanuel Onifade, Morehouse College, Atlanta, Georgia, USA  
Bonnie P. Stivers, Morehouse College, Atlanta, Georgia, USA

**ABSTRACT**

*This paper reports on a research study conducted to examine the perceptions of business faculty and business professionals about the essential accounting knowledge needed by business majors. Accounting faculty in the academic community have the responsibility to design and teach the two introductory accounting service courses. These courses are offered to two service groups: business school faculty and business professionals, the ultimate employers of business graduates. The specific objectives of the study were to: (1) identify a common body of accounting knowledge considered to be essential for business majors, (2) determine the level of knowledge perceived to be necessary for the common body topics, (3) compare the perceptions of accounting faculty and other business faculty, (4) compare the perceptions of accounting faculty and business professionals, and (5) suggest a teaching approach for accounting principles.*

*The study results indicate general agreement on a common body of knowledge for the accounting introductory courses. The perceived levels of knowledge identified by both the faculty members and the business professionals are consistent with the Position No. 2 by the Accounting Education Change Commission. The pairwise comparisons of the perceptions of accounting faculty and business professionals indicated remarkable agreement. In sharp contrast, the pairwise comparisons of the perceptions of accounting faculty and other business faculty indicated a number of statistically significant differences. These study results suggest a hybrid teaching approach for accounting principles and may serve as an assessment guide for current practice.*

**Keywords:** Introductory Accounting, Faculty Perceptions of Accounting, Business Professional Perceptions of Accounting, Essential Accounting Knowledge

---

### 3. DETERMINANTS OF FIRST-TRADING-DAY ABNORMAL RETURN FOR STOCKS LISTED ON THE SHANGHAI STOCK EXCHANGE

Lei Wen, Buena Vista University, Storm Lake, Iowa, USA

#### ABSTRACT

*This study investigates the determinants of first-trading-day abnormal return for Chinese large-cap stocks listed on the Shanghai Stock Exchange (SSE). This paper uses the initial public offering (IPO) data from June 23, 2006 to February 23, 2012 to show the IPO price of each offering, the introduction of the purchase ceiling on IPO stocks and the new stock's lot winning rate or success rate among the potential investors are negatively related to the first-trading-day return for Chinese large-cap stocks listed in Shanghai. The proportion of IPO shares sold online through the Internet subscription is positively related to the first-trading-day return for Chinese large-cap stocks traded in Shanghai.*

**Keywords:** Initial Public Offering (IPO), Chinese Stocks, Shanghai Stock Exchange

---

### 4. SMALL BUSINESS DEVELOPMENT: PERSPECTIVES ON THE RECENT CHANGES IN THE CUBAN ECONOMY

Hilary Becker, Eric Sprott School of Business, Carleton University, Ottawa, ON, Canada

#### ABSTRACT

*Recently, the Cuban government announced that will be laying off approximately 25% of the Cuban labourforce and simultaneously initiated an unprecedented move to open new small business opportunities for Cubans. This fundamental shift in the Cuban mentality and way of thinking has created the opportunity for Cuba to move forward in their economic development by allowing these displaced workers to establish small businesses with the concurrent announcement of 250,000 new small business licenses in selected areas of the economy. These changes have been argued for many years as a necessary component of Cuban growth and sustainability of the Cuban economy. The present paper will address the changes, the implications for Cuba and the Cuban economy, as well as the effectiveness of the methodology for implementation. The paper will argue that the methodology of implementation has not addressed fundamental issues necessary for effective integration of these new businesses into the Cuban economy and proposes recommendations to address these problems.*

**Keywords:** Cuba, Economy, Small Business

---

### 5. CULTURAL DISTANCE AND EXPATRIATE ADJUSTMENT: AN EMPIRICAL ASSESSMENT OF COMPETING HYPOTHESES

Masoud Hemmasi, Illinois State University, USA  
Meredith Downes, Illinois State University, USA

#### ABSTRACT

*The purpose of this paper was to revisit the relationship between national culture and expatriate adjustment, as well as cultural distance and expatriate adjustment, using the more up-to-date GLOBE Project to measure national culture. We consider several expatriate nationalities and several assignment destinations and address four competing hypotheses regarding these relationships, concurring with the Assymetry Hypothesis that travel from more to less performance-oriented countries results in better work adjustment than does travel in the opposite direction and that travel from individualist to collectivist countries results in better adjustment than does travel in the opposite direction.*

**Keywords:** Foreign Assignments, Expatriates, Cross-Cultural Management

---

## 6. ATTRIBUTES OF AUDIT QUALITY: EXPLORATORY STUDY IN LEBANON

Keghouhie H. Bogharian, Lebanese American University, Beirut Lebanon  
Walid M. Elgammal, Lebanese American University, Beirut Lebanon  
Rola H. El-Cheikh, Lebanese American University, Beirut Lebanon

### ABSTRACT

*In the face of growing concern with the quality of audit reports, and in an attempt to survey the outlook of the parties intimately affected by such reports, the present study was undertaken to define the determinants or attributes of audit quality in Lebanon. The study was based on a survey comprising three groups of respondents including auditors, accountants and users of financial statements. The study revealed that among 16 different determinants of audit quality tested, all three groups agreed on the importance of six, though with variations in the degree of importance attached to each.*

**Keywords:** *Audit Quality, Quality Determinants, Quality Control, Professional Standards, Qualified Auditors, Accountants, Users of financial statement, CPA Firms*

---

## 7. AN EMPIRICAL INVESTIGATION OF THE IMPACT OF MERGER AND ACQUISITION ON THE FIRMS' ACTIVITY RATIOS

Rodiel C Ferrer, De La Salle University, Manila, Philippines

### ABSTRACT

*The study made use of secondary data, which were obtained from the financial statement. The merger and acquisition information in the financial statement were used to identify the occurrence of either merger or acquisition, which were then recorded as dummy variables. As a result, the exogenous variable is a dichotomous variable that equals 1 if either merger or acquisition occurred in a given year and 0 otherwise. The research made use of four linear regressions to analyze the impact of having a merger or acquisition on the liquidity and activity ratios of the companies. The activity ratios would be represented by asset turnover ratio and payables turnover ratio. Since the study encompassed the entire Philippines publicly listed companies for the periods 2006 until 2010, this essentially conveys that panel data was used in the study. Hence, the appropriate panel analysis was conducted.*

*As a result, the null hypothesis that the independent variable is not related with the dependent variable is rejected. The coefficient of merger and acquisition indicate that having a merger would decrease the asset turnover ratio of the company while the coefficient of merger and acquisition provides that having a merger or acquisition would decrease the payables turnover ratio. Hence, there is a significance negative relation between merger and acquisition and the asset turnover ratio. Furthermore, there is a significant negative relation between merger and acquisition and the payables turnover ratio.*

**Keywords:** *IFRS 3, Merger and Acquisition, Activity Ratios, Asset Turnover Ratio and Payable Turnover Ratio*

---

## 8. ASSESSING THE EFFECT OF TECHNOLOGY ACCEPTANCE ON THE COMPUTER USAGE OF OWNERS OF VERY SMALL BUSINESSES

George E. Heilman, Winston-Salem State University, Winston-Salem, North Carolina, USA  
Jorge Brusa, Texas A&M International University, Laredo, Texas, USA  
Sathasivam Mathiyalakan, Winston-Salem State University, North Carolina, USA

### ABSTRACT

*This study investigates technology acceptance by owners of very small businesses (VSB - 50 or fewer employees) within the United States. The study provides support for the validity of the Technology Acceptance Model within very small businesses and finds a positive and significant relationship between reported Computer Usage of the VSB owners and the Usefulness and Ease of Use constructs. The findings also show that each indicator of the Usefulness and Ease of Use constructs are statistically significant contributors to their relationships. Results of this research are generally consistent with other studies and support the importance of the Technology Acceptance Model and its importance in a broader view regarding the strength of the relationship between the perceptions of VSB owners and their system usage.*

**Keywords:** Technology Acceptance, Technology Acceptance Model, TAM, Usefulness, Ease of Use, Computer Usage, Small Business, Very Small Business

---

## 9. GLOBALIZATION AND ITS IMPACT ON US NATIONAL SECURITY: WHAT IS YOUR STRATEGY TO REDUCE GLOBAL THREATS AND IMPROVE US NATIONAL SECURITY

Ki Hee Kim, William Paterson University, Wayne, New Jersey, USA

### ABSTRACT

*The new Cold War is a conflict between the world's rich and its poor, between the powerful and the powerless who have been forced to resort to terrorism as a resistance of last resort (Liu, 2002). The events of September 11 demonstrated vividly and tragically another important aspect of globalization. The international community understands fairly well the dimensions of globalization and the characteristics of the associated threats and opportunities. The many dimensions of globalization call for a new way of approaching security in the coming decades. The various transnational threats arising out of different aspects of globalization pose too many risks to be ignored (Davis, 2003). The concept of security has been broadened and deepened beyond its traditional narrow focus on external and forceful threats to the sovereignty and territorial integrity of the nation-state. But the idea of protecting and promoting national security is still a potent, and profoundly democratic, concept: leaders have a primary responsibility to ensure the security concerns of their citizens (Krause). No claim of novelty is necessary to sustain the conclusion that globalization significantly affects national security (Political Science Quarterly, 2008). Much of the study of globalization focuses on the measurement of economic interdependence and related vulnerabilities or opportunities (Kay, 2004). This paper will attempt to identify important sources influencing globalization threats and its impact on US national security. In this respect, I will develop feasible strategic alternatives for global institutions and US companies to reduce global threats and improve US national security.*

**Keywords:** Core values, Economic Integration, Globalization, Global Threats and Violence, IMF, Nation-State, National Security, NGOs, Peace, Poverty, Prosperity, Sovereignty, Sustainable, Transnational, WTO, and World Banks.

---

**10. IN THE EYES OF BEHOLDERS: PERSONAL REPUTATION IN CHINA**

Victor P. Lau, Hang Seng Management College, New Territories, Hong Kong  
Wong Yin Yee, City University of Hong Kong, Kowloon, Hong Kong

**ABSTRACT**

*Drawing upon social identity theory (Tajfel & Turner, 1986) and social labeling theory (Becker, 1963), we investigate the influences of three social identity sources on individuals' personal reputation (a favorable social identity) in China. These influences consist of a personal source (self-recognition), a situational source (organization's reputation of being socially responsible), and a social source (entrepreneurial culture of the societal context). Participants are 408 employees randomly selected in 102 departments (each of which comprises one department head and three immediate subordinates) from 17 large-sized organizations in Harbin, China. To avoid the Lake Wobegon effect and common method variance, personal reputation of the department heads is measured by the average scores of the immediate subordinates in the same departments, while the social identity sources are measured by either self-ratings or multi-source ratings. Results reveal that the proposed social identity sources (i.e., self-recognition, perceived corporate social responsibility, and entrepreneurial culture) are significantly positive predictors of personal reputation of these organizational leaders in China. Implications and limitations of this study and future research directions are discussed.*

**Keywords:** Entrepreneurial Culture, Perceived Corporate Social Responsibility, Personal Reputation, Self-Recognition, Social Identity Theory, Social Labeling Theory

---

**11. THE ACCOUNTING STANDARD SETTING PROCESS:  
RESEARCH NOTE ON AN EMERGING COUNTRY'S PERSPECTIVE**

Carmen Giorgiana Bonaci, Babeş-Bolyai University, Cluj-Napoca, Romania  
Razvan V. Mustata, Babeş-Bolyai University, Cluj-Napoca, Romania  
Alina Mătiş, CEO, BCR Erste Bank, Bucharest, Romania

**ABSTRACT**

*Our paper approaches the accounting standard setting process from a national perspective. After documenting the importance of financial reporting and accounting regulations being enhanced during turbulent times, our analysis focuses on steps to be followed in developing the financial reporting model at national level. Both the employed research methodology and the purpose of the study position the analysis in the area of normative accounting research. Discussing the characteristics and development of normative accounting theories is further helpful in establishing the methodology to consider particularities at national level and the manner in which they should be approached and transposed within the normative process. The therefore developed methodology is applied by discussing the proposed financial reporting model in Romania's case.*

**Keywords:** turbulent times, financial reporting, accounting regulations, normative theory, financial reporting model

---

**12. TRUST AND CONFLICT RESOLUTION IN CROSS-CULTURAL NEGOTIATIONS**

Yongsun Paik, Loyola Marymount University, Los Angeles California, USA

**ABSTRACT**

*Drawing upon the notion of trust, the paper outlines a model of managing conflict that may be more practical than other negotiation approaches only based on cultural differences. The theoretical model*

*relates different types of trust to different styles of conflict resolution so as to allow for optimal strategy and joint-outcomes that are not solely determined by national cultural attributes. This study used a quantitative design and administered a survey that captures the differences between Koreans and Americans in their level of trust and conflict styles when they negotiated with each other. The statistical significance of ANOVA accepts the posited hypothesis that however large cultural differences may be; the level of trust determines the optimal means of resolving conflict in cross-cultural negotiation. Overall, research findings demonstrate that higher level of trust is associated with collaboration while lower level of trust is associated with competition. The approach used in this study contributes to the field of cross-cultural negotiations by providing a new perspective on optimizing conflict resolution.*

**Keywords** – Trust, Cross-culture, Negotiation, Conflict Resolutions

---

### **13. WHEN CREATIVE ACCOUNTING HAS A DIFFERENT PATH: POSITIVE BIAS AND PERSUASIVE LANGUAGE – AN EXPERIMENTAL STUDY**

Alina Beatrice Vladu, Babes-Bolyai University, Cluj-Napoca, Romania  
Adrian Grosanu, Babes-Bolyai University, Cluj-Napoca, Romania  
Dan D. Cuzdriorean, Babes-Bolyai University, Cluj-Napoca, Romania

#### **ABSTRACT**

*This research was conducted with the scope of assessing the impact of one particular form of impression management (e.g. positive bias and persuasive language) commonly found in corporate annual reports. Since still little research was conducted so far, the effects of the above form of impression management on investment decision cannot be assessed. In order to offer new insights, a laboratory experiment was conducted where participants were provided with a informational set of financial data and required to make an investment decision. The results of the study document that the users perceptions of company performance is affected by the impression management, contradictory with the previously results documented in the literature. This study intends to contribute to the existing literature by assessing the effects of one particular form of impression management over the unsophisticated users of accounting.*

**Keywords:** *Impression management, Positive bias, Persuasive language, Manipulation*

---

### **14. ANTECEDENTS AND A CONSEQUENCE OF ABUSIVE SUPERVISION**

YeunJoon Kim, Seoul National University, Seoul, Korea  
Heetae Park, Republic of Korea Naval Academy, Jinhae, Korea  
SooJin Kim, Seoul National University, Seoul, Korea  
Seokhwa Yun, Seoul National University, Seoul, Korea

#### **ABSTRACT**

We investigate three antecedents with “balanced views”: relationship-based (i.e., LMX), subordinate-based (i.e., self-efficacy), and leader-based (i.e., narcissism) domains. Evidence shows that LMX and a subordinate’s self-efficacy have a significantly negative impact on abusive supervision. In addition, we found the negative relationship between abusive supervision and subordinates’ task performance moderated by a subordinate’s acceptance of abusive supervision such that the negative relationship is offset when the acceptance of abusive supervision is high.

**Keywords:** *Abusive Supervision, Self-efficacy, LMX, Narcissism, Acceptance of Abusive Supervision*

---

## 15. THE SCOPE AND NATURE OF TOP MANAGEMENT COMPENSATION IN THE RANCH INDUSTRY

Yu Peng Lin, University of Detroit Mercy, Detroit, Michigan, USA  
Ryan D. Rhoades, Texas A&M University-Kingsville, Kingsville, Texas, USA

### ABSTRACT

*This study documents and examines the top management compensation in the ranching industry. The authors conjecture that total sales, which is a more direct outcome of marketing decisions, is more significantly related to management compensation than net income although the latter is employed as a standard industry performance measurement. We examine this hypothesis in a proprietary dataset containing management compensation in 5 beef cattle ranches around the U.S. and Canada over 1996 to 2010. By using a fixed effect estimation framework, the results show that management remuneration is significantly related to total sales instead of net income. Since marketing and promoting sales are most likely defined as top managers' responsibility and management has little direct control over the daily operating costs, we find these results supporting this operating characteristic.*

---