

ABSTRACTS**1. KNOWLEDGE CREATION AND THE MANAGEMENT OF DIVERSITIES: COMPARATIVE ANALYSIS OF KAO CORPORATION AND P&G**

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ABSTRACT

Many theories on knowledge creation, including strategic management theories, seem to be argued, based on the assumption that contexts are homogeneous under the environment against the background of the industrial digitalization and the market globalization. In addition, traditional knowledge creation theories have hardly highlighted the impact of cultural and technological diversities on knowledge creation processes and the dynamic interconnectedness between them. This study has examined the impact of cultural and technological diversity on corporate R&D activities that can be regarded as knowledge creation processes. As a result of the analysis, the authors have noted that there is increasingly dynamic interconnectedness between knowledge creation and cultural and technological diversities.

Keywords: Knowledge Creation, Management of Diversity, Cultural Diversity, Technological Diversity, Boundary Management

2. LOCATION ATTRACTIVENESS OF SMALLER AREAS: DO THEY USE CONTEMPORARY TRENDS IN ECONOMIC GEOGRAPHY?

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ABSTRACT

Within the framework of the new economic geography theory and current trends in the spatial organization of economic activities, the attractive business location is becoming ever more important in increasing region's competitiveness, a concept that is increasingly cited as a prerequisite for regional growth and development. This paper is discussing the ability of a region to attract business activities, particularly big firms due to a wide range of benefits they generate to an area. Following the (Croatian) trend of big firms moving to smaller areas due to the package of benefits they offer to firms in terms of specific business environment, available and adequate labor force and doing business with lower costs, the paper analyzes and discusses the case of Osijek-Baranja County (OBC) in Croatia and delineates failures in policies of local and regional authorities to make the OBC more attractive business location, thus ensuring its development and long-term prosperity. The paper concludes with policy suggestions focused on quality improvement of business environment, strengthening of entrepreneurial capacities and creating more dynamic entrepreneurial activities, which have been inter alia identified as crucial attractors of (big) firms.

Keywords: Location Attractiveness, the Osijek-Baranja County, New Economic Geography, Regional Imbalance, Local Communities

3. CORPORATE INNOVATION, CREATIVE PERFORMANCE, AND SUSTAINABLE GROWTH: AN EMPIRICAL RESEARCH OF EXPORTING GEMS AND JEWELRY BUSINESS IN THAILAND

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ABSTRACT

Corporate innovation is one of many factors which are important for competitive advantage of the firms. It strongly affects resources competitiveness and competitive advantage for capabilities that influence a firm's creative performance and a sustainable growth. This research examines the relationships of the aforementioned variables. Also, it investigates the antecedents of corporate innovation. The results reveal that corporate innovation has a positive influence on resources competitiveness and competitive advantages for capabilities; and creative performance has a positive impact on sustainable growth. Likewise, transformational leadership, customer knowledge conduct, collaboration orientation, cooperative outsourcing, and global market opportunities are the antecedents of the corporate innovation. Efficiency of IT system definitely moderates the cooperative outsourcing-administrative innovation relationships. Thus, theoretical and managerial contributions are provided and limitations of the study and suggestions for further research are presented accordingly.

Keywords: *Corporate Innovation; Technical Innovation; Administrative Innovation; Resources Competitiveness, Competitive Advantage for Capabilities, Creative Performance, Sustainable Growth, Transformational Leadership, Customer Knowledge Conduct, Collaboration Orientation, Cooperative Outsourcing, Global Market Opportunities, Competitive Learning, Efficiency of IT System, and Innovation Diffusion*

4. INDIVIDUAL STOCKOWNERSHIP IN THE UNITED STATES: IS THERE A NATIVE-IMMIGRANT GAP IN FINANCIAL MARKET PARTICIPATION?

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ABSTRACT

This paper uses data from the National Longitudinal Survey, cohort 1979 (NLSY79) to examine the differences in financial market participation among native-born Americans and immigrant households. The results indicate that, compared to natives, immigrants are less likely to own stocks and that the likelihood of stockownership increases with income and educational attainment for immigrants and natives alike. Results also suggest that stock market participation among immigrants increases as their time in the United States increases, and that risk tolerance is a positive predictor of financial market participation for both native-born and immigrant Americans.

Keywords: *Immigrants, Risk Tolerance, Individual Assets, Investor Behavior, Financial Market Participation*

5. EXPLORING THE ROLE OF KNOWLEDGE MANAGEMENT ACITIVITES IN BUILDING UP ORGANIZATIONAL LEARNING CAPABILITY

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ABSTRACT

Recognizing the strategic importance of knowledge and learning in modern organizations, the concepts of knowledge management and organizational learning have been gaining higher awareness. Yet, confusion seems to exist in the relationship between “knowledge management” and “organizational learning”. This paper attempts to make a clearer understanding of the role of knowledge management activities in bringing about organizational learning and improved performance outcomes. Drawing upon the resource-based theory, it is hypothesized that knowledge management activities will help build up organizational learning capability that in turn will bring about better organizational performance. Results of the study provide preliminary support to the hypotheses. Implications for both management researchers and practitioners are highlighted.

Keywords: Knowledge management, Organizational effectiveness, Organizational learning capability

6. HOW TO ELIMINATE CONFLICTS: THE ESSENCE OF INDIVIDUAL AND BIOLOGICAL IDENTITY

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ABSTRACT

The aim of the present research is to answer the question: How to eliminate conflicts given the values and their origins are understood? The essence of individual must be considered to answer this question. Different manager’s decision intentions were considered to investigate the issue. The research shows that religious, genetic and biological viewpoints must be taken into consideration to eliminate cultural differences and their influence on probability of conflicts in international alliances.

Keywords: biological identity, conflicts, cultural differences, essence of individual

7. AN INDIVIDUAL LEVEL THEORY OF INNOVATION DIFFUSION

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ABSTRACT

This paper posit an individual level theory of innovation diffusion. Innovators possess an intelligence similar to emotional intelligence which predisposes them to pursue solutions to personal problems or needs. Innovation intelligence is related to curiosity, empathy, abstract thinking, and self-efficacy. Innovation Intelligence is unrelated to social desirability, dogmatism, fatalism, and risk avoidance.

Keywords: Innovation, Diffusion, Innovation Intelligence, Emotional Intelligence

8. OPTIMAL HEALTH CARE FINANCING: GOVERNMENT OR PRIVATE?

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ABSTRACT

Government funded health care systems provide equity or fairness in terms of access to medical care. However, they are often inefficient in that they encourage high levels of use of medical care. Privately funded systems are generally more efficient but fail to provide equity. Privately funded systems can be improved through health insurance. However, insurance also encourages over use. Accordingly, theory suggests that there should exist an optimal health care system that includes and balances both government payment and private payment and that there exists an optimal balance of out of pocket payment and health insurance payment. We use World Health Organization data to consider optimal government and private payment and optimal levels of private health insurance in the context of life expectancy at birth and the World Health Organization's performance measures. Empirical illustration using these measures of efficiency and equity suggest that increasing private health care spending as a percentage of all health care spending provides optimal efficiency at about 46% and minimal fairness at about 54%. Out of pocket payment as a portion of private payment seems to provide no more efficiencies above 35% and take the greatest toll on equity at 76%. There may well be no "best" form of health care financing but there are indications that there may be an optimal approach. Optimal health care financing may consist of a combination of public and private activity and a combination of out of pocket payment and insurance in the private sector.

Keywords: Health Care Finance, Government Financing, Private Financing, Optimal Financing, Government Health Insurance, Out of Pocket Payment

9. TOWARDS A TYPOLOGY OF STRATEGIC ALLIANCES FOR SMALL FIRMS

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ABSTRACT

Many studies have been conducted on strategic alliances, but mainly from large and medium-sized companies' perspectives. This work concentrates on small firms and suggests a typology of small firm alliances to reveal their opportunities and constraints relating to alliance formation and development. By combining network and Entrepreneurship orientation (EO), an alliance typology consisting of four categories: (1) stable-proactive, (2) stable-innovative, (3) dynamic-proactive and (4) dynamic-innovative is developed. The proposed typology is exemplified by the help of in-depth case illustration which performs a two-fold function: it examines the applicability of the typology and it offers guidance to the entrepreneurs as how to combine effectively network and EO and also position the firm in the appropriate typology in managing business. All the alliance type can be appropriate for small firms, but the nature of business will decide which type will be employed. One limitation of this study is the focus on service firms. Two studies can be suggested in this regard: a focus exclusively on the manufacturing firms to compare with the result of the current study and to combine both service and manufacturing firms to illustrate the theoretical contribution.

Keywords: Strategic alliances, entrepreneurial orientation, small firms, service firms

10. MARKETING CONCEPT, MIX, AND ORGANIZATION AND PLANNING WHEN LAUNCHING NEW PRODUCTS INTO THE INTERNATIONAL MARKETS: CASE FINNISH HIGH TECH COMPANIES

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ABSTRACT

While much research has been directed at the variables critical to successful R&D of new and high technology products, much less work has been directed at those factors crucial to the success of these products when the firm attempts to enter the international markets. This study surveys Finnish high technology firms and identifies those variables associated with successful versus unsuccessful attempts to enter the international market. The research attempts to determine and identify the marketing methods used by Finnish high technology companies in launching new products abroad. The rank order of importance of the different marketing methods will be presented. Also, the purpose is to determine if the use of marketing concept, marketing mix variables and marketing organization and planning variables significantly contribute to the success of product launch. The generalizability of the findings to other economies is discussed.

Keywords: High Technology Products; Marketing Concept; Marketing Mix; Marketing Organization and Planing; New Product Launch

11. AN EMPIRICAL STUDY ON THE IMPACTS OF PARTNERSHIP BETWEEN SCM IMPLEMENTING ENTERPRISES ON BUSINESS PERFORMANCE

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ABSTRACT

Absorption, trust and mutual dependency—core elements of partnership for enterprises engaged in a supply chain—will bring about agility (i.e. the ability for businesses to respond to changes promptly and flexibly) and help them share needed information on a real-time basis, providing them with visibility on internal information needed for decision-making and enabling process innovation. Therefore, this study aims to empirically analyze how business partnership enhances an enterprise's agility, internal visibility and process innovation and affects its business performance. This study collected data on-line and off-line from the real time enterprises which implement the supply chain management. The 84 responses were used for the statistical analysis. The research results were as follows. First, mutual dependency has been shown to significantly affect both agility and internal visibility, while absorption has significant impacts on internal visibility alone and trust on agility only. Meanwhile, process innovation is significantly influenced by trust, but not by absorption and mutual dependency. Second, process innovation significantly influences agility and internal visibility. Third, internal visibility and process innovation significantly affect on the non-financial performance of an enterprise, while agility has no significant impact on its non-financial performance. Fourth, agility, internal visibility and process innovation have no direct impacts on the financial performance of an enterprise. Finally, the non-financial performance of an enterprise significantly influences its financial performance. This study suggests some practical implications on SCM to the practitioners.

Keywords : Supply Chain Management, Real Time Enterprise, Partnership, Business Performance
