
ABSTRACTS**1. BUSINESS ANGELS: ISSUES, EVIDENCE, AND IMPLICATIONS FOR EMERGING MARKETS**

Christine Mitter, Salzburg University of Applied Sciences, Austria

ABSTRACT

Entrepreneurial ventures are considered crucially important for economic growth and development worldwide. However, these companies often lack sufficient availability and access to funding sources. This problem is extremely acute when banks are reluctant to lend money to these companies and/or the formal venture capital market is not highly developed. Funding provided by business angels (BAs) could be a potential solution to this problem as they do not only provide capital, but also value added contributions by means of their personal skills and networks.

By summarizing and structuring the current research dealing with the characteristics of BAs, their relationship towards investees and the way they impact the companies they are funding as well as the influence of institutional settings, the paper presents an in-depth analysis of the state of angel finance. The analysis reveals that the relationship between BAs and investees is less driven by formal contracts and monitoring, but rather more by relational governance, resulting in mutual trust and an emphasis on mentoring. BAs' investment style is characterized by geographical proximity and – normally – active involvement. Thus, they support the entrepreneurial venture with industry expertise, entrepreneurial knowledge and management skills (know-how) as well as with their personal networks (know-who). The relationship between the entrepreneur and the BA as well as the impact of BA financing on the investee company are contingent on numerous factors including the characteristics of the BA, the entrepreneur, and the venture as well as institutional conditions.

Apart from BAs' important role to close funding gaps at early stages, they can address regional gaps in the availability of finance and seem to be extremely well suited to deal with less developed institutional regimes. Thus, they appear to be of vital importance to emerging markets. However, empirical evidence shows that BAs' activity developed slowly or is still missing in emerging markets. Consequently, insights into the role and function of BAs are not merely limited to general aspects, but also place a particular focus on the context of developing economies. Drawing on lessons from developed countries, the creation and advancement of business angel networks (BANs) as well as tax incentive schemes appear promising measures to stimulate BA investing. In the long run, however, other aspects of the institutional environment such as corporate governance, investor regulation, and capital market development, in particular the advancement of the stock market should be addressed as well in order to fully exploit this potential crucial funding source.

Keywords: business angel, angel finance, informal venture capital, emerging markets

**2. BUYING CENTER ROLES FROM THE SELLER'S PERSPECTIVE:
EVIDENCE FROM THE CHEMICAL INDUSTRY AND MANAGERIAL IMPLICATIONS**

Dirk C. Moosmayer, RWTH Aachen University, Aachen, Germany
Marcus Kunter, RWTH Aachen University, Aachen, Germany
Florian U. Siems, RWTH Aachen University, Aachen, Germany

ABSTRACT

The Webster-Wind role concept (Webster and Wind, 1972; Bonoma, 1982) for the analysing buying centres is considered to be an important framework in the B2B marketing literature, since it helps to make successful deals with customers and to optimize communicative processes between buyers and sellers. We conduct a qualitative study based on in-depth telephone interviews with sales managers from the chemical industry to investigate the real-world application of the Webster-Wind role concept, and focus on

the seller's perspective. We find that sales managers rather think in terms of organisational units than in terms of roles. However, managers often relate buying centre members from certain organisational units with certain roles. We identify factors of the applicability of the role concept and give recommendations for a wider application in the real world.

Keywords: *Buying Centre, Role Concept, Business-to-Business Markets*

3. DO COUNTRY-SPECIFIC CHARACTERISTICS MATTER? EVIDENCE FROM LENDING WITHIN INTERNATIONAL SYNDICATED LOAN MARKET

Kenneth J. Kopecky, Temple University, Philadelphia, Pennsylvania, USA
Yibo Xiao, University of La Verne, La Verne, California, USA

ABSTRACT

This paper investigates the determinants of loan pricing for a sample of 6,180 non-U.S. firm-loan observations for the period 1998-2007. We use loan-characteristic, bank-characteristic, and firm-characteristic variables as well as country-specific corruption and country-specific bank-firm ownership structure variables to explore the effect on loan pricing and loan-switching decisions. Using logistic regression analysis, we find that loan switching is less likely for firms when the bank controls the firm, especially in the case of a bank-controlled firm borrows from a low reputation syndicated loan lender. However, when the firm controls a local bank, there is no impact on the firm's switching decision in the syndicated loan market. The bank-controlling firm is as likely to switch as a firm that does not control a bank even though the firm is more opaque to the financial market. Our results suggest that in the international syndicated loan market, the bank-firm relationship is partly shaped by country-specific characteristics and information asymmetry of firms to the financial market.

Keywords: *Syndicated Loan, Relationship Loan, Country-specific, Bank-firm Ownership Structure*

4. INTEREST RATE MARKET FORECASTS AND TAYLOR RULES IN LATIN AMERICAN COUNTRIES

Alexandre de Carvalho, Federal University of ABC (UFABC), São Paulo, Brazil

ABSTRACT

In this study we estimated Taylor rules using the Consensus Economic Forecasts database for Argentina, Brazil, Chile and Mexico, the four largest Latin American economies, aiming to verify whether financial market analysts incorporate Taylor rules at the time of forecasting interest rates. We applied the Generalized Method of Moments (GMM) and used real-time data of the output-gap for Brazil and Mexico. Our findings indicate that, except for Mexico, interest rates market forecasts can be explained by Taylor rules. Financial analysts in Brazil and Chile expect the Taylor principle to be respected, but with a lower level of confidence than found in previous works, a result consistent with the tougher monetary policy trade-offs these countries have faced in recent years.

Keywords: *Taylor Rules, Interest Rate Market Forecasts*

5. HOW TO BRIDGE THE GAP BETWEEN RESEARCH KNOWLEDGE AND ACTION? EXPLORING THE ENABLERS OF KNOWLEDGE BROKERS' ACTIVITIES

Hajer Hammami, Laval University, Québec City, Canada
Nabil Amara, Laval University, Québec City, Canada
Réjean Landry, Laval University, Québec City, Canada

ABSTRACT

In the health care system, the issue of knowledge transfer is expanding rapidly and it has become a major concern for both researchers and decision-makers. However, field observations show that there is still a significant gap between available knowledge and how to apply it. Among the recommended strategies is the practice of knowledge brokering. It is performed by knowledge brokers whose role is to bridge this gap, to help turn research into policies, and to ensure their implementation. In this perspective, the conceptual framework proposed in this thesis represents an interesting avenue, not only to guide the actions of brokers, but also to support a broader reflection on their activities and the determinants associated with them, in order to help develop more effective knowledge transfer strategies in the decision-making process, and to harmonize the relationship between research and action. The data used in this research were collected with a questionnaire surveying a community of practice (CoP) of 301 knowledge brokers primarily engaged in professional activities at the Canadian Health Services Research Foundation (CHSRF).

Keywords: Knowledge brokers, Organizational climate, Organizational culture, interaction social, MES, Healthcare

6. INTERPRETATION OF ARTICLE XX OF THE GENERAL AGREEMENT ON TARIFFS AND TRADE

Mohamad Saeed Abdallah ALsheyab, World Islamic Sciences University, Amman, Jordan

ABSTRACT

Interpretation of the general exceptions in Article XX of the General Agreement on Tariffs and Trade has been subject to conflicting views ranging from environmentalists who give environmental protection preference over trade liberalization objectives to those who give preference to trade values over environmental protection such as the WTO Appellate body and panel. Despite attempts to resolve the issue by trying to create some balance between trade liberalization objectives and environmental protection, the issue is still unresolved. Moreover, GATT/WTO panel and Appellate Body interpretations of Article XX are still insufficient to clarify the issue as such interpretation varies from one panel to another depending on the specific decided case. This paper seeks to examine the interpretation of Article XX of the GATT in light of the WTO panel and Appellate body reports issued in specific cases related to complaints regarding contravention made to Article XX by some member states. One of the key cases where the Panel and Appellate body addressed the interpretation of Article XX of the GATT was United States - Imports Prohibition on Certain Shrimp and Shrimp Products case. Examination of the Appellate body decision in that case indicates that the Appellate body still gives preference to trade liberalization values over environmental protection.

7. CONSIDERATIONS ON THE QUALITY OF ADMINISTRATION, PUBLIC SPENDING AND OUTCOME IN THE EU COUNTRIES

Livia Baciú, "Alexandru Ioan Cuza" University, Iasi, Romania
Alina Botezat, Romanian Academy, Iasi, Romania

ABSTRACT

The present paper aims at analyzing, in a comparative way, the 27 EU countries according to their public sector spending, outcome and quality of the administration, measured for the period 2000-2009. The main purpose of this paper is to highlight the differences between the EU countries from the perspective of the Musgrave Tree-Functions framework. In order to isolate the main sub-indicators that define economic performance and also disparities among EU countries, we apply the principal component analysis. From 14 sub indicators of public outcome and economic performance, four principal components are retained, explaining the 79.25% of the total variance. The usual Kaiser's Varimax rotation is implemented. The main conclusion of this paper is that the most homogeneous country cluster in terms of the public sector performance is made up of Luxembourg, Sweden and Denmark, which are the most performing European countries in terms of administrative and economic performance. Although the top positions with respect to GDP real growth are held mainly by the Eastern Europe countries (Estonia, Latvia, Lithuania, Romania and Bulgaria), for many of the selected factors the countries from Eastern Europe display values of the three components lower than the average.

Keywords: EU states, principal component analysis, public sector performance, public outcome

8. MONEY ATTITUDES IN KAZAKHSTAN

Carolyn Erdener, KIMEP University, Almaty, Kazakhstan
Vladimar Garkavenko, KIMEP University, Almaty, Kazakhstan

ABSTRACT

This paper reports the results of an empirical examination of attitudes about money in Central Asia among future managers enrolled in an American-style business school in Kazakhstan. The survey questionnaire combined demographic variables with 15 measures of the meaning of money for two basic types of attitudes identified in previous research, referred to here as desirability ("the Love of Money") and ethicality ("the Money Ethic"). Confirmatory factor analysis for each type supports the hypothesis that both are relevant to attitudes towards money in Kazakhstan. However, exploratory factor analysis of responses to all 15 questionnaire items produced two additional factors that diverge from previous findings in the literature. These anomalies are discussed in the context of economic transition in post-soviet Central Asia and Kazakhstan. Within the limitations of the study, suggestions are offered for future research.

Keywords: Central Asia; Kazakhstan; Money Attitudes; Emerging Markets; Values Change

9. OIL PRICES AND EXCHANGE RATES: THE CASE OF MAURITIUS

Boopen Seetanah, University of Mauritius
Raja Sannasee, University of Mauritius
Matthew Lamport, University of Mauritius
Nileema Jeetah University of Mauritius

ABSTRACT

This paper examined the sensitiveness of exchange rate is with respect to changes in the world price of oil. The results show that exchange rate appears to be cointegrated with oil prices, which suggest that oil prices may have been the dominant source of persistent real shock during the period under review. It is thought that oil price variable might have been the missing variable from the traditional monetary model of exchange rate determination. Our results seem to be very much consistent with theoretical predictions in terms of signs and statistical significance. However, the coefficients of the determinants, particularly Oil prices, were found to be numerically weak.

Keywords: Exchange Rates, Oil Prices, Monetary Model of Exchange Rate Determination, Error Correction Model

10. APPLYING MULTILEVEL MODELING FOR ASSESING BUSINESS PERFORMANCE IN SOFTWARE: CASE STUDY- THE COMPANIES OPERATING IN ROMANIA'S ICT SECTOR

Miruna Mazurencu Marinescu, Bucharest Academy of Economic Studies, Romania
Daniel Traian Pele, Bucharest Academy of Economic Studies, Romania

ABSTRACT

The present paper aims at illustrating a new assesment tool for business analysis, namely the assesment of company performance through a new approach: multivel modelling. Given the nested structured of the database comprising the Romanian companies operating in ICT industry, a multilevel random coefficient model is suggested and how it can be fitted in R software.

Keywords: multilevel modelling, business performance, R, hierarchical structured data

11. INNOVATE OR PERISH: SUCCESS FACTORS AND SOURCES OF FAILURE

Mehdi Rhaïem, Laval University, Québec, Canada

ABSTRACT

This article has three objectives: 1) identify the determinants of success that may affect new product development projects (NPD); 2) illustrate the impact of the types of risk on the success rate of NPD projects; and 3) make suggestions to better understand the issues and challenges faced by firms when they engage in projects of NPD. Its major contribution to the advancement of knowledge is twofold. Firstly, it incorporates the contributions of the three main trends of literature dedicated to the management of NPD: 1) research that is interested in the determinants of performance in the context of NPD projects management; 2) that which is related to the identification of the success and failure factors of the NPD projects; and 3) that which deals with the identification and management of risk in NPD projects. Secondly, this article considers, as its unit of analysis, SMEs that are rarely empirically studied in the literature on innovation management.

The results of this study are based on a survey by questionnaire of 158 innovative manufacturing firms in the region of Quebec and Chaudière-Appalaches (Canada). They are based on the estimation of a model of binary logistic regression linking the propensity of SMEs to NPD failure, and several explanatory

variables derived from these three streams of literature. The results of the estimation of this model showed that the propensity of SMEs to fail in their projects of NPD grows with the increase of the importance attached by firms to success factors related to human resources, to the match between clients and products, to the framework of the NPD project, and to organizational climate and support. However, this probability decreases with the increase of the importance attached by firms to success factors related to the escalation of commitment of the project leader and his team, to the risks related to the NPD projects including those related to the underestimation of resources and communication within the project team, to the degree of novelty of the products developed by the firm, to the percentage of sales made to the three major clients, and to its size.

Keywords: *Product Innovation; Propensity to failure; Degree of novelty; SMES; Factors of risk and success; Logistic regression*