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## ABSTRACTS

### **An investigation of factors affecting foreign direct investment stock in the South Eastern region of the United States of America.**

Lucyna Kornecki and E. M. Ekanayake

This paper investigates factors affecting the inward foreign direct investment (FDI) stock in the South eastern region of the United States of America using state-level data. The first part of this paper has descriptive character and analyzes gross state product, disposable income, inward FDI flow and FDI stock in the Southeastern states. The second part of the study, focuses on the determinants of FDI stock in the Southeastern Region covering twelve states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia. The study identifies state-specific determinants of FDI stock and indicates the importance of selected variables in evaluating the FDI stock. The results show that the major factors exerting positive impact on FDI stock in Southeastern Region are: real per capita income, FDI related employment and real wages. In addition, the unit labor cost is negatively correlated with FDI stock indicating that lower labor cost attracts foreign investors. Other variables such as unemployment, the labor productivity, highway millage and number of airports were negatively correlated with FDI stock.

### **An examination of international education and decision making paradigms between agents, educational providers and students: A case of higher education in Australia, UK, USA and China.**

Joo-Gim Heaney and Michael F Heaney

International education agents form an important aspect of decision-making by international students when deciding to study abroad. However, there is little research into whether these agents are impartial, professional, and consequently, what and who these agents represent, and whether these education agents should be part of a regulated industry and/or be licensed to practice. This paper contributes to the ongoing debate by discussing decision-making by international students when they choose to study higher education in another country. Issues facing students, educators and the education agents themselves are then discussed, followed by a brief comparison between UK, USA and Australia on international higher education agents. The paper shows how different stakeholders, the government regulators, students, and higher education providers, view these education agents in relationship to themselves. Three Paradigms are proffered: the Broker Relationship; the Education Provider Relationship; and the Student Relationship. The paper concludes with managerial implications for each Paradigm and future research directions on higher education agents.

**The creation and presentation of cyber identities in online social networks: Towards a conceptual theoretical framework.**

Rachel Barker

This article presents a conceptual theoretical framework for the study of the creation and presentation of multiple cyber identities in online social networks from a communicative perspective, subsequently referred to as ‘cyber organisational societies’. It is argued that a multi-dimensional approach to multiple cyber identities could assist organisations to discover and understand the incoherence that exists in social reality and real life and the iconic existence of these identities through a subjective dimension and evaluation of the concept from different interdisciplinary theories to re-enforce and explain the existence of these identities. Therefore this article has as a main objective to define, identify, contextualise, theorise and debate the multiple approaches to cyber identities in cyber organisational societies; and to propose a conceptual theoretical framework of the social and communication processes and phenomena in the formation of cyber identity research in cyber organisational societies based on a systematic review of relevant theories.

**Comparing business approaches for marketing in the United States, China and Brazil: A cultural perspective.**

Chien Wen Yu and Martin Grossman

Relations between the United States and the emerging giants of China and Brazil have become more intertwined in recent years due to rapidly changing global economic and political forces. Such a shifting landscape requires a greater level of understanding of each other’s culture in order to successfully engage in trade and diplomacy. National culture determines our world view and to a great extent how we interact with others, how we view our place in the social order and how we do business. This paper was designed to analyze the cultural dimensions in each country using well-known frameworks from anthropology and social psychology. Considering the business environment in each country, the paper explored the three predominant business approaches, ‘relationship marketing’, *guanxi* and *jeitinho* that have evolved and how these approaches may conflict with one another in the international arena and ways to reach convergence in today’s globalized business environment.