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## **Abstracts**

### **Japanese Multinational Enterprises Entry Mode in Developed versus Emerging Markets**

*Mourad Mansour*

The purpose of this research is to study the factors explaining the entry mode choice for a set of Japanese Multinational Enterprises (MNEs) in developed vs. emerging economies. Based on a sample of 1232 firms that have expanded in 23 countries in 1998, the results of this study suggest that the technological know-how (in emerging countries) and advertising capabilities (in developed countries) of the investing companies show significant relationship with full ownership structure. However, culture distance is found not to be a major factor affecting the entry mode choice of Japanese firms in these countries.

### **The Effectiveness of the Franchising Format for Rapid Global Expansion**

*Linda Jane Coleman, Marie Hladikova and Mayuresh Kelkar*

Franchising has proven to be a very successful format in achieving global expansion. The rapid rise of Starbucks is an excellent case in point. The coffee industry has been turned upside down by the entry of an organization called Starbucks. The Starbucks Corporation has become a household word. It stands for some of the finest coffee in the world, providing a community atmosphere, and a multitude of ways to address the interests and needs of their revered customer. The reputation and quality of their product offering is world renown. There is more to Starbucks than coffee and their reach goes way beyond the U.S.A. This paper deals with Starbucks' efforts to break into Europe and Asia. The purpose of the paper is to briefly review the history of Starbucks, the reasons for its phenomenal success and the challenges it faces as it attempts expand beyond the traditional coffee drinking cultures.

### **The Impact of Globalization on Environmental Sustainability**

*Hoon Park*

The main thrust of this paper is to find some relationship between the level of globalization and environmental sustainability and to find out the major determinants that significantly influence the relationship. The research findings suggest that as the "pollution haven" theorists indicate, the more a country is globalized the less its environmental sustainability is and the finding does not support the idea proposed by the "pollution halo" hypothesis in general. However, quite contrary to many previous researches, the findings reveal that international trade is not one of the components of globalization that negatively affect the environmental sustainability.

### **An Exploratory Investigation of Service Provider Selection Criteria in the Lithuanian Mobile Telecommunication Industry**

*Kugyte Ramune and Sliburyte Laimona*

This paper presents the result of an exploratory research designed to analyze service provider selection criteria in the Lithuanian mobile telecommunication industry. The industry was specifically selected for this study because of two main reasons: ((1) it is an extensively growing area of service which is of increasing importance to national and international consumers; and (2) service provider selection decision and criteria in the mobile telecommunication industry particularly in Lithuania is not analyzed in scientific literature. The paper also provided a conceptual model for choosing a service provider.