

## ABSTRACTS

### **Decision-Making Behaviour Towards Casual Wear Buying: A Study of Young Consumers in Mainland China**

*Kwan C.Y, Yeung K.W. and Au, K.F.*

This paper explores young Chinese consumers' decision-making behaviour towards casual wear purchase in Mainland China. Specifically, it offers empirical results on the relationship between consumers' decision-making styles and clothing choice criteria towards buying casual wear. The Consumer Style Inventory (CSI), developed by Sproles and Kendall (1986) for examining different consumer decision-making styles, was adapted in this study. A questionnaire survey was employed as the tool to collect primary data and the research instrument was administered to 161 University students in Shanghai, Beijing and Guangzhou in the Mainland. The results show that six decision-making styles (recreational and hedonistic consciousness, perfectionism consciousness, confused by overchoice, habitual and brand loyalty, price and value consciousness, and brand and fashion consciousness) were found in the Mainland.

### **Export Barriers and Firm Internationalisation: A Study of Lebanese Entrepreneurs**

*Zafar U. Ahmed, Craig C. Julian, Imad Baalbaki and Tamar V. Hadidian*

This study is concerned with an empirical investigation that explores the barriers to export that Lebanese entrepreneurs face when engaging in international business. The data was gathered from a survey of 61 Lebanese manufacturing firms. Statistical analysis was carried out using T-Tests, one-way analysis of variance and the Tukey-Kramer multiple comparison procedure. Results show that most manufacturers perceive lack of government assistance, competition from firms in foreign markets, the need to modify pricing and promotion policies, high foreign tariffs in export markets, and the lack of capital to finance expansion into foreign markets as the major barriers to export.

### **Knowledge Creation and Integration in Project Teams: A Study of International Telecommunications Companies in Singapore**

*Lee-Guan Poh and Ronel Erwee*

The purpose of this study is to investigate the knowledge-creation and integration processes of project teams in Singapore-based telecommunications companies. The study investigates how the knowledge-creation process is initiated, how project members socialize and share their tacit knowledge, the techniques or strategies that the project team uses to create concepts and methods for recording and sharing the customer proposal within the company. The study draws upon research from knowledge management on knowledge conversion and creation to develop an enhanced model of the knowledge-creation process of project teams for developing customer proposals.

### **Entrepreneurship In Multinational Subsidiaries: Perspectives From A Developing Nation**

*M. Sadiq Sohail and Selvamalar Ayadurai*

This paper examines the entrepreneurial civilities of multinational subsidiaries in Malaysia, a country chosen for the study due to the presence of a large number of multinational subsidiaries in the region. Empirical research is used to determine subsidiaries entrepreneurship, extent of autonomy and the use of financial controls. In general, results indicate that the length of operation of the subsidiary as well as the origin of the parent organization impact on the extent of subsidiary entrepreneurship. Some conclusions are drawn from the study findings, the implications are discussed, limitations of the study are highlighted and further research directions are suggested.

## **A Study of the Australian Seniors Market: Social Concerns and Marketing Implications**

*Caroline Winter and Janelle Rose*

According to Australian Bureau of Statistics in 2003, the seniors market is an increasingly important part of the Australian population. In particular the population aged 65 years and over has increased by 66%, the ages from 15-64 has increased by 33% since 1982 compared with only 6% in the number of children aged 0-14 years. In other words, the population is gradually aging. The Australian statistics are comparable with those for the United States and Canada. The potential influence of the senior market according to Grupendoff (1991) reflects the fact that they control a large proportion of household net worth, own much of the financial assets and represent a major consumptive demand.

This paper was designed to identify the main issues that are of concern to the senior consumer market in Australia, and to discuss the marketing and social-environmental implications. The results showed that health was ranked by the majority (75.7%) of the respondents either as the first or second most important issue of concern to them. Of lesser concern were the social issues of defence, social security, education and the environment. The meaning of these rankings were analysed using the concept of three orientations: egocentric (self-focused) homocentric (socially-focused) and ecocentric (focused on the environment).