

ABSTRACTS

The Effects of Leader-Member Exchange on Organizational Justice and Organizational Citizenship Behaviour

Noormala Amir Ishak and Zainal Ariffin Ahmad

It has been suggested in the literature that organizational justice plays a significant role in determining organizational citizenship behavior. Leader-member exchange as a mediator in the relationship was also examined. Data collected from 330 non-supervisory employees and their 222 supervisors in the banking organizations in Malaysia was used. Results indicated that interactional justice contributed to the performance of altruism and consideration through leader-member exchange. These results are consistent with the social exchange theory. Procedural justice and distributive justice did not contribute to subordinates performing organizational citizenship behavior. Implications of the results are discussed.

Managing Liberalization and Foreign Direct Investment: A Case of China

Vasanthi M Peter and Raja Peter

Globalization and very high growth in FDI inflows in China has promoted double-digit GDP growth in most of the years in 1980s and 1990s and around 8% in early 2000. Foreign direct investment (FDI) inflow into China over the last two decades has been dramatic and has been an integral part of the impressive economic growth in China. One of the reasons for the speedy growth of FDI inflow is the tax reform. China's tax policy reflects the economic and political environment for promoting foreign investment.

Children's Advertising Information Processing

Noor Hasmini Abd Ghani and Nik Kamariah Nik Mat

This study seeks to determine the relationship between children's attitudes towards television advertising and children's attention pertaining to television advertising. The study also intends to determine the relationship between the children's influence on parents' decision making and their attention on advertising, as our second objectives. The findings indicate that both of the independent variables show strong significant relationships to children's attention on television advertising.

Production Sourcing Strategy and Buyer-Supplier Relationship: A Study of the Differences between Small and Large Enterprises in the Hong Kong Clothing Industry

Temmy F. Y. Tam, Karen K. L. Moon, Frency S. F. Ng and Patrick C. L. Hui

The small and medium-sized enterprises (SMEs) constitute a large part of the commercial sector. These enterprises enjoy advantages of greater flexibility, higher level of efficiency, and do not have to be held back by complicated organizational structure. However, SMEs are severely constrained due to their lack of funds and human resources. In comparison with those large enterprises (LEs), SMEs have less capability to undertake research and development, less opportunity to benefit from economies of scale, insufficient production capacity, and inadequate resources to support selling and marketing. The main purpose of this paper is to compare the differences between the small and large enterprises of the Hong Kong clothing industry in terms of the adoption of production sourcing strategies and buyer-supplier relationships. A questionnaire survey was conducted among 120 small to large-sized clothing firms in Hong Kong. Results show that there were some differences between the SMEs and LEs in regard to production sourcing: (1) LEs are more able to disperse production globally; (2) LEs are more likely to adopt single sourcing while SMEs prefer multiple sourcing; (3) SMEs tend to use a combined strategy of in+outsourcing, whereas LEs select either insourcing

or outsourcing; and (4) LEs are more likely to develop a formal strategic alliance with their trading partners.

The Impacts of Leadership Behavior of Public Sector on Organizational Citizenship Behavior-Trust as Mediator

Chia-Chen Kuo

Using a combination of leadership theory, trust perspective and organizational citizenship behavior perspective, this research builds put forward a conceptual model, and develops eight valuable propositions to explain the relationship among leadership behavior, trust and organizational citizenship behavior. This research discovers that different leadership behaviors of in the public sector have positive or negative impacts on organizational citizenship behavior. Through subordinate's trust in superior and member's trust in the whole organization being the mediator, would have positive significant effects towards organizational citizenship behavior. Finally, this research proposes some valuable implications and indicates the direction for future researches.

