

ABSTRACTS

How Foreign Direct Investment Stimulates Economic Growth in Central and Eastern European Countries

Lucyna Kornecki

This paper examines the role of the Foreign Direct Investment (FDI) in facilitating advancing globalization process in the Central and Eastern European (CEE) economies and explores the relationship between increasing FDI stock and economic growth in analyzed countries.

Acceptance and Use of Technology Enhanced Educational Learning Resources on CD-ROM

Janelle Rose and Jacquelin McDonald

The higher education sector is facing the challenge of embracing technology to assist in the delivery of new educational initiatives that facilitate active learning. This study investigates the acceptance and use of learning resources provided on CD through an extended technology acceptance model (TAM). The model was tested with a sample of (n = 287) on-campus and external undergraduate business law students. The findings of the study indicate self-efficacy, perceived study performance, perceived usefulness and perceived ease of use were the main factors influencing students' attitude towards using the CD and intention to study future courses on CD. Based on these findings, a transition phase into full technology based learning resources is strongly recommended.

Introspective Reflections: Organisational Dimensions Affecting the Adoption and Diffusion of E-Commerce in SMEs

Chadi F. Aoun

This paper proposes a conceptual framework for studying internal barriers hindering the adoption of e-commerce in Small to Medium Enterprises (SMEs). It starts by conceptually defining e-business and e-commerce and their relationship to SMEs. Factors motivating SMEs to adopt e-commerce are reviewed, along with barriers to such adoption. The barriers are then divided into external and internal. A conceptual framework for studying internal barriers is suggested where internal barriers are considered from a four dimensional perspective depending on whether they relate to Structural, Cultural, Political or Resource barriers facing SMEs.

The Extent and limits of the Internationalization Process within the Baltic and Eastern Europe: The Development of two Models of Global Expansion of Small and Medium-Sized Enterprises (SMEs).

Sanford L. Moskowitz

This paper explores the internationalization process for small- and medium-sized firms (SMEs) within the textile and apparel industry within two regions: the Baltic Region (e.g., Lithuania and Estonia) and Eastern Europe. With respect to the latter, the paper focuses in particular on a non-accession Eastern European country (Moldova). This industry was selected for study because it is a representative industry that is discussed at length with respect to such internationalization issues as exporting, outsourcing, and so forth. The paper shows that the internationalization process occurs in stages, as recent studies suggest. However, the paper also shows that the stage-wise model can be further disaggregated into two distinct: a dynamic of internationalization: a dynamic and a static model. The former model finds SMEs moving in a progressive fashion up the industry value chain. In this model, represented by the Baltic region, textile and apparel SMEs increasingly control and capture value created in the production and related processes. In contrast, non-accession countries such as Moldova demonstrate a static model of internationalization. This country's SMEs remain "stuck" in lower value added activity—such as undertaking low-value tolling functions for European clients—and thus remain tied to a low profit existence. This paper explores various reasons for these differences and emphasizes in particular the role of the European

Union as both catalyst (in the Baltic) and barrier (in countries like Moldova) for value creation. In doing so, the paper explores a subsidiary –but vital—theme: the extent and limits of “Inward-Outward” linkages in pushing forward the internationalization process. Finally, the paper explores the implications of these results with respect to recent research in the creation and operations of global inter-organizational networks.

Retailer Perceptions on Apparel Sizing Issues and Customer Satisfaction

Ravi Balasubramanian, Raja Peter and Janet Webster

Retailers’ perspectives on variations in apparel dimensions and customer satisfaction were investigated using an exploratory qualitative study followed by a survey of apparel retailers in New Zealand. Variations in size dimensions were seen as an opportunity for the retailers to meet customer needs, utilising skills in size and fit assessment. The central role of skills in size and fit assessment for apparel retailing and sales person performance has not been investigated before, pointing to the need for further research. Practical implications include the need for a systematic approach to providing these skills.

If the Show must go on.....Don’t Neglect the Service!

Margee Hume, Gillian Sullivan Mort and Hume Winzar

Recent research into the experiential services has focused on emotion as the key driver of consumption. There has been limited success in identifying the drivers of repurchase for experiential services. This research aimed to identify the key drivers of repurchase and more clearly identify the role of emotion. Twenty-six in-depth interviews were conducted with consumers interested in the cultural performing arts. The findings identified service experience, price, service quality, venue quality and value as the main drivers. Emotion was a driver for a small segment of highly involved patrons. The comparison standards model was found to be the main predictor of repurchase and experiential aspects were positive but not critical predictors. Overall perceived service quality was a major driver of repurchase. Implications for management and theory are presented.