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## ABSTRACTS

### **A Study of Knowledge Creation and Management in Virtual Communities**

*Rachel Barker*

Many authors realise the importance of managing the effect of knowledge creation and sharing in virtual communities, emphasising the need for interactive participatory communication, post modernity and control in cyberspace. Given the fast changing cyber environment, constant technological advancements and relative lack of studies in this field (mostly because it is outdated before it is completed), this study sets out to access, through a case study approach, the impact of knowledge creation in virtual communities through an analysis of knowledge management in an online discussion forum.

### **Knowledge Management in Business: Its Purpose, Principles and Problems**

*Victor P. Lane, James Snaith, Karen M. Stephenson, and Daniel C. Lane*

This paper explains the principles of knowledge management (KM) and how these principles apply to businesses in general. In the paper a number of KM case studies are presented to illustrate the KM issues raised and to examine how and where KM initiatives might bring benefits to knowledge-intensive businesses (i.e. businesses employing significant numbers of engineers, healthcare staff, or lawyers). To present a more complete picture of KM, the arguments of KM critics are presented and analysed. The basic question addressed in the paper is how can a business systematically exploit the many facets of KM to improve business performance.

### **Organizational Factors influencing Employees Organizational Commitment and Intention to Stay**

*Janet Chew*

This study examined the impacts of organizational factors such as leadership, team relationship, working environment, and policies and communication on organizational commitment (OC) and intention to stay (IS). For this research, 457 employees who worked in nine large Australian organizations in the public and private sectors were surveyed. Regression results revealed that OC was positively associated with leadership, team relationship and working environment. IS was positively linked to leadership and working environment. However, policies and communication failed to be significantly related to OC and IS. Moreover, team relationship did not significantly affect IS. The results suggest that leadership style should focus on employee development.

### **An Exploratory Study of the Influence of Hermetic Marketing Practices on Consumer Behavior in Sub-Saharan Africa**

*Ahile Nicolas Koudou and Niyamul Haq*

This study was designed to examine the influence of hermetic marketing practices on consumer behavior in Sub-Saharan Africa. To examine this phenomenon, a hermetic marketing model is developed to explain the interaction among the hermetic agent, seller and buyer. The research was conducted through personal interview. The questionnaires contained structured, open ended, dichotomous, multichotomous format. A Likert type scale was also used in this study. The results of the study reveal that about a quarter of the respondents believe in hermetic marketing. Participants who are college students tend to defend their learning by playing down the direct involvement in the hermetic marketing concept; however, they believe that the practice exists in their different communities.

## **How to Make Generation Y Consumers More Brand Loyal**

*Violet Lazarevic and Sonja Petrovic-Lazarevic*

This paper contributes to the fields of generation Y and brand loyalty by investigating how to influence loyalty behaviors in the generation Y segment. Generation Y, one of the most important cohorts in today's market, dislikes traditional marketing and is notoriously disloyal to brands, making them difficult to target. The current literature does not discern generation Y as an important group for marketers to target, nor does it address how its disloyal behavior could be changed. The proposed conceptual model shows how existing marketing tools can be adapted to increase brand loyalty in the generation Y segment.