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ABSTRACTS

Doubts on exploring consumers' preferences: Bad news for product policy makers and for market researchers

Zoltán Veres, Tamás Tarján

After making a choice between two objects, people re-evaluate their chosen item more positively and their rejected item more negatively. According to dissonance theorists this is due to people's attempts to rationalise their former choice. Contrary to them Chen and Risen have argued that all the cognitive dissonance studies have supposed that preferences can be measured perfectly and thus were subject to a methodological flaw. In our paper a critique and an apology of their results are presented. Today, the number of features for certain products has increased to such an extent that a consumer is almost unable to consider all features when making a decision. The increased complexity of products poses new challenges to researchers in the exploration of consumer preferences. Without exaggeration it can be stated that our idea on consumer preferences was extremely simplified until now in an unaccepted way. Since, for example, conjoint analysis is based on measurement and testing of consumer preferences, reassessment of the free-choice paradigm may have impact on marketing research.

Stereotyping the managerial role: Is it still a man's world? A study of university students in Ireland

Elaine Berkery

Against the backdrop of unprecedented economic growth in Ireland and increasing numbers of women in the Irish labour force, the relationship between gender role stereotypes and perceived management characteristics among male and female students was examined and compared to the results recorded over four decades ago. As the number of women in employment and managerial positions increases, a change in perceptions of women as managers is expected. To test this belief, the characteristics perceived as necessary for managerial success was examined among 643 male students and 640 female students in the Republic of Ireland. The results confirmed that successful managers are still perceived by male students, to possess the characteristics, attitudes and temperaments more commonly ascribed to men in general than women in general (with the exception of males from interdisciplinary courses). Females for the most part did not gender type the managerial role (with the exception of female respondents who had no previous work experience and females from executive education courses).

An Investigation of the factors that are critical to the strategic consolidation of the capital base in the banking industry

Adebola Adekoya Glorious, Emmanuel Olateju Oyatoye, Elizabeth M. Haran, Bolajoko Nkemdinim Dixon-Ogbechi, Joseph Fola Aiyeku,

In recent years, the Nigerian economy has witnessed the introduction of a large number of reforms to move the economy forward. In this connection, the Nigerian banking industry experienced a major governmental policy change in 2004 when the Central Bank of Nigeria announced that banks operating in Nigeria had to consolidate their capital base for the Nigerian banking industry to meet developmental challenges of the 21st century. It thus became a necessary for the corporate managers of banks to

decide on the different alternatives available to them in order to strategically and successfully consolidate. This paper employs Analytic Hierarchy Process (AHP) as an evaluative tool for these strategic decisions, using the experience of recent six merger/acquisition mega banks.

**Impact of multicultural competence for teams addressing strategic challenges:
A training and development model**

Richard G. Milter, Alexei V. Matveev, Dana C. Deselnicu

Globalization and international collaboration requires continual search for better ways to develop employees with enhanced abilities to work on multicultural teams. This is a report on a study of U.S. and Romanian multicultural teams involved in a multicultural consulting project. The results of this investigation amplify previous research on intercultural competence development in business schools and corporations. The study apply a framework for intercultural competence in drawing comparisons between the U.S. and Romanian professionals as these students worked in multicultural project teams as part of their MBA program. The study examines intercultural competence assessment and development using the national culture frameworks and reviews the international experience as an instrumental development tool. We also provide a model that encourages academic partnering in developing a project-based action learning platform targeting the enrichment of key competencies for international communication and collaboration. The report offers 1) an introduction to the theoretical framework for developing multicultural competence, 2) an operations plan for implementing the project-based action learning platform, and 3) key benefits to both academic and industry partners in the program.