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## ABSTRACTS

### **Exploring Multiple Leadership Factors in Thailand**

Murray Prideaux

Recent leadership research is expanding beyond the 'traditional' American centric positivist psychological and social-psychological frame to bring a more critical 'macro' perspective within a 'Worldly' view to centre on understanding local practices and indigenous notions of leadership. The importance of taking the influence of practice, context, issues and barriers into account when exploring leadership within a country context is highlighted. This paper explores leadership in Thailand at the 'macro' level to identify determinates of leadership that are important in the Thai context.

### **Negotiating and Implementing Education Deals across Continents: A Cross Cultural Journey**

M John Foster

This paper looks at some of the vagaries and challenges of trying to internationalise the business of a UK Business School, and the cross-cultural challenges inherent both in trying to strike a deal and make its implementation work. The article seeks to examine this notion through a slightly wry or humorous lens, using a storytelling approach. This is done by examining several examples based on collaborations with three partners, on three different continents. Some recommendations for success in managing such collaborations are put forward in the light of lessons learnt from the stories, along with some warnings of what not to do.

### **Can Implicit and Explicit Attitudes Predict Green Product Choice Under Time Pressure? An Experimental Research**

Giovanna Pegan, Patrizia de Luca

As researchers move towards understanding more about the complex relationship between attitude and green consumer behavior, this paper has the aim of investigating the role that explicit and implicit attitudes – measured with the Implicit Association Test (IAT) – could have in predicting the consumer choice of green fast-moving consumer goods (FMCG), by using time pressure as independent variable. First results of a laboratory experiment, conducted with a sample of 64 students of the University of Trieste, support the moderating role of time pressure in understanding the relationship between attitudes and purchasing decisions toward specific green products. They suggest that under time pressure condition implicit and explicit attitudes could be relevant on green choices.

### **Successfully Organizing, Implementing, and Marketing an Online Religious Community: A Case Study**

Laura A. Baum, Arthur Shriberg

This article presents an overview of a successful online synagogue that launched in 2008. Focusing on changing demographics and the needs that drove the decision to build an online religious institution, the article then discusses the leadership, financial, and marketing models. Technology and social media present new opportunities for religious communities and with them come new questions about how to most successfully build online religious communities.