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ABSTRACTS

A study of personality and cultural characteristics of successful women: An international comparative analysis

Marianne Doubell and Miemie Struwig

This paper reports on an international comparative study into personality and cultural characteristics of successful women. A literature review focuses on those characteristics identified in literature as most likely to influence success. The results of an empirical study of 301 South African professional and business women were compared with those from a study of successful women in the Americas which included a total of 1146 women. The results showed that there is no significant difference between the personality and cultural characteristics of successful women in South Africa and successful women in the Americas. This finding is important for organisations committed to the achievement of economic growth through gender inclusivity in the workforce, as the investigated characteristics can be enhanced through dedicated development initiatives and internal support systems.

The impact of the global financial crisis on the performance of commercial banks in Barbados

Anthony Wood and Rosemary Brewster

It is well established in the literature that commercial banks play a pivotal role in the growth of economic activity. Governments therefore establish various regulations to ensure orderly functioning of the banking system, and there is stability in the system. Despite the efforts of government in this regard, there have been episodes of crises in the banking sector. The most recent crisis, which originated in the United States of America in late 2007, through contagion affected several countries and financial systems across the globe. The aim of this paper is to assess the impact of the global financial crisis on the performance of commercial banks in Barbados. Financial ratios are employed to measure the capital adequacy, liquidity, credit performance and profitability of the five operating commercial banks in Barbados.

Predictors of health workers adoption of information and communication technology in selected health centers in Nairobi, Kenya

Kenneth K. Rucha, Ochieng Otieno, Michael M. Gicheru and Andre Yitambe

All over the world, mankind has been battling with HIV and AIDS since early 1980's. This battle has not been won since no cure for the disease has been found. In the last decade, ICT has offered great potential to improve services in HIV and AIDS comprehensive Care Centers. To achieve this potential, understanding predictors that determine health workers ICT adoption is essential. However, few studies have been conducted to determine the real predictors of ICT adoption in HIV/AIDS comprehensive care centers in Nairobi County, Kenya. The purpose of this study was to investigate the real predictors of health workers ICT adoption in HIV and AIDS comprehensive Care Centers in Nairobi County, Kenya. Cross-sectional analysis drew upon data collected from a stratified proportional probability sample of health workers (n=196) from 28 HIV and AIDS comprehensive care centers across Nairobi County. However, data analysis reflected 183 respondents who accurately filled and returned questionnaires (n = 183).

A study of consumer satisfaction in Macao's telecom sector: An integrated approach of KANO model and SERVQUAL

Margaret N. F. Tang and W. M. To

In today's challenging global economic environment, the continued exposure to information about new products and services can translate to the ever-changing expectations of consumers. Organizations, in particular those in a highly competitive environment such as the telecommunications sector, must understand how consumers view service quality and what make them satisfied. This paper explored the use of two quality-related approaches namely KANO model and SERVQUAL in Macao's telecommunications sector. Based on the responses collected from 206 consumers (mostly young Chinese adults), we found that consumer involvement was associated with consumer perceptions of service quality dimensions. In addition, consumers who viewed attributes as attracting/exciting attributes tended to give high ratings to service quality dimensions. We also found that three dimensions of service quality, namely tangibles, convenience, and network quality significantly affected consumer satisfaction. Business and marketing implications of the study were also given in cultivating a new wonderland for consumer satisfaction at the end.

The market conditions of the UK grocery retail sector: A longitudinal analysis of media discourse

Paul Beresford and Craig Hirst

This paper deals with the market conditions of the UK grocery retail sector between 2007 and 2014. It is clear that this sector has experienced fundamental change throughout this period. From the onset of the global credit crisis and resulting recession the market has been significantly disrupted (Holt, 2004), particularly within the last few years. During this time the market has experienced the rapid rise and expansion of the grocery discounters. ALDI and LIDL in particular have grown substantially to take significant market share from incumbents at a time when the overall market has contracted in terms of both volume and sales (Kantar, 2014). This paper offers insight into ongoing research that seeks to explore the socio-cultural processes and media practices that shape and change a retailer brands meanings and associations over time. In particular it aims to demonstrate that articles circulated in the news media in the UK have decoupled the ALDI brand from its long term conventional signifiers and worked to (re)appropriate its image to such extent that it has begun to appeal to hitherto in-congruent target audiences (ABC1's) making it a socially acceptable or indeed desirable place to shop. This research therefore seeks to provide an explanation for this phenomenon through a cultural marketing theoretical framework using discourse analysis of newspaper articles and closely follows the method of previous studies in this tradition (e.g. Humphreys 2013; 2014; Humphreys & Thompson, 2014). To identify patterns and changes in the ALDI brand discourse over time a longitudinal analysis of UK newspapers has been conducted.