

MARCH

[HOT ARTICLES: Business & Economics]



นัทชาพัฒน์ ฐาศิริทรัพย์

[ภารกิจสนับสนุนการวิจัย]

สำนักงานวิทยทรัพยากร จุฬาลงกรณ์มหาวิทยาลัย

Wide-area decontamination in an urban environment after radiological dispersion: A review and perspectives

Author: Michael D. Kaminski, Sang Don Lee and Matthew Magnusonb

Abstract

Nuclear or radiological terrorism in the form of uncontrolled radioactive contamination presents a unique challenge in the field of nuclear decontamination. Potential targets require an immediate decontamination response, or mitigation plan to limit the social and economic impact. To date, experience with urban decontamination of building materials – specifically hard, porous, external surfaces – is limited to nuclear weapon fallout and nuclear reactor accidents. Methods are lacking for performing wide-area decontamination in an urban environment so that in all release scenarios the area may be re-occupied without evaluation and/or restriction. Also lacking is experience in developing mitigation strategies, that is, methods of mitigating contamination and its resultant radiation dose in key areas during the immediate aftermath of an event and after lifesaving operations. To date, the tremendous strategy development effort primarily by the European community has focused on the recovery phase, which extends years beyond the release event. In this review, we summarize the methods and data collected over the past 70 years in the field of hard, external surface decontamination of radionuclide contaminations, with emphasis on methods suitable for response to radiological dispersal devices and their potentially unique physico-chemical characteristics. This review concludes that although a tremendous amount of work has been completed primarily by the European Community (EU) and the United Kingdom (UK), the few studies existing on each technique permit only very preliminary estimates of decontamination factors for various building materials and methods and extrapolation of those values for use in environments outside the EU and UK. This data shortage prevents us from developing an effective and detailed mitigation response plan and remediation effort. Perhaps most importantly, while the data available does include valuable information on the practical aspects of performing the various remediation methods including costs, coverage rates, manpower, pitfalls, etc., it lacks the details on lessons learned, best practices, and standard procedures, for instance, that would be required to develop a mitigation strategy. While the urban decontamination problem is difficult and there is much more research to do, the existing literature provides a framework for a response plan. Using this framework, in conjunction with computer modeling and relevant data collection, can lead to development of appropriate plans and exercises that would permit development of a mitigation and remediation response.

Source: Journal of Hazardous Materials, Volume 305, Pages 67–86, 15 March 2016

doi: 10.1016/j.jhazmat.2015.11.014

Database: ScienceDirect

On e-business strategy planning and performance: a comparative study of the UK and Greece.

Author: Alexandra Lipitakis and Paul Phillips

Abstract

In this research study the effect of Financial and Non-Financial performance of organizations on e-business strategy planning is investigated. The strategic planning parameters of Phillips model are examined when applied to e-business strategy planning. The relationships between these parameters, that is, Formality, Participation, Sophistication and Thoroughness, and Financial and Non-Financial Performance, are examined and the directions of these relationships are investigated. A conceptual model has been constructed and quantitative research methods are used to test four hypotheses. The proposed e-business model was tested in two EU countries, the UK and Greece. A synoptic statistical analysis and comparative numerical results are given showing that in both countries Participation has a positive relationship with Financial Performance and Formality has a positive relationship with Non-Financial Performance. The proposed model is extendable and valid in countries other than the UK and Greece, thus being able to be adapted to and used in other national environments.

Source: Technology Analysis & Strategic Management, Volume 28, Issue 3, 15 March 2016

doi: 10.1080/09537325.2015.1094568

Database: Taylor & Francis Online

A rigorous approach to business services offshoring and North–North trade

Author: Barbara Dluhosch and Thorsten Hens

Abstract

Advances in information and communication technologies (ICTs) have gained economy-wide importance and raised concerns that even within North–North trade neither services nor high-skilled labour may be sheltered from international competition. Rather, both may be increasingly susceptible to offshoring. We present a novel theoretical framework for analysing offshoring with a focus on skilled labour in managing value-added chains. Thoroughly modelling demand and supply allows to explicitly track cause and effects. Accordingly, effects of business service offshoring are completely different and more diverse than those of material offshoring, with the effects inter alia depending on whether triggered by trade integration or ICT.

Source: Applied Economics, Volume 48, Issue 15, March 2016

doi: 10.1080/00036846.2015.1100259

Database: Taylor & Francis Online

Amount off versus percentage off—when does it matter?

Author: Eva M. Gonzalez, Eduardo Esteva, Anne L. Roggeveen and Dhruv Grewal

Abstract

This research explores the impact of discount framing on consumer perceptions of value and purchase intentions. An amount off discount frame results in higher perceptions of value and purchase intentions for higher-priced products (priced over \$100). Three studies consistently support this prediction. Experiment 1 examines the interactive effects of amount off versus percentage off deals as a function of higher versus lower-priced products. For a higher-priced product, consumers prefer the offer more in terms of both value and purchase intentions when the discount is presented as amount off rather than the percentage off. For a lower-priced product (less than \$100), the results, though not statistically significant, indicate a reverse pattern. Experiment 2 demonstrates that the result (amount off is better than percentage off) generalizes across higher price levels. Finally, Experiment 3 affirms that the result (amount off is better than percentage off for higher-priced products) generalizes across discount levels.

Source: Journal of Business Research, Volume 69, Issue 3, Pages 1022–1027, March 2016

doi: 10.1016/j.jbusres.2015.08.014

Database: ScienceDirect

Roles of retailer tactics and customer-specific factors in shopper marketing: Substantive, methodological, and conceptual issues

Author: Dhruv Grewal, Anne L. Roggeveen and Jens Nordfalt

Abstract

This article highlights how much remains to be discovered and understood in retailing research. The advent of new technologies and omnichannel retailing shift the retail landscape. This article highlights the importance of considering research from multiple perspectives: substantive, methodological, and conceptual. The overall substantive focus of this special issue aims to enrich understanding of how consumers move down the path to purchase by examining how retailer tactics and customer-specific factors affect shopping behavior. The current article also highlights the substantive, methodological, and conceptual contribution of each of the special issue articles. Finally, this introduction highlights areas that are ripe for further research.

Source: Journal of Business Research, Volume 69, Issue 3, Pages 1009–1013, March 2016

doi: 10.1016/j.jbusres.2015.08.012

Database: ScienceDirect

Where do Business Students Turn for Help? An Empirical Study on Dictionary Use in Foreign-language Learning

Author: Dagmar Gromann and Johannes Schnitzer

Abstract

Investigating dictionary use is not only essential to the process of dictionary compilation and evaluation but equally to establishing a best practice of strategic dictionary consultation. User research of the past few decades has tended to focus either on pedagogical lexicography or the evaluation of specific lexicographic resources. In particular, the proportion of investigations in specialised settings seems comparatively low. In order to redress the balance, the present study evaluates the resource selection process and consultation strategies of 430 L2 learners of five languages studying university courses in business and economics. Data were gathered by a three-tiered method combining a self-report questionnaire, a text production and translation test with observation, and guided interviews. The study's results suggest a general lack of awareness of existing specialised resources and alternative strategies for handling specialised texts.

Source: International Journal of Lexicography, Volume 29, Issue 1, Pages 55-99. March 2016

doi: 10.1093/ijl/ecv027

Database: Oxford Journal

Derivatives and the financialisation of the Italian state

Author: Andrea Lagna

Abstract

The existing literature on financialisation has devoted insufficient attention to how governments wield the market-based practices and technologies of financial innovation to pursue statecraft objectives. Because of this inattention, scholars have missed the opportunity to examine a crucial facet of the financialisation of the state. To remedy this limitation, the present article investigates how and why the Italian government designed derivatives-based strategies during the 1993–9 period. It argues that these tactics gained momentum in the context of the political struggles that developed in Italy beginning in the late 1980s. In particular, the study shows how a neoliberal-reformist alliance came to power and used financial innovation to comply with the Economic and Monetary Union (EMU) admission criteria. EMU dynamics enhanced the power position of the neoliberal-reformist coalition vis-à-vis the country's traditional political and business establishment. This work offers insights that go beyond the specificities of the Italian case. It encourages further research on how governments in other countries simultaneously exposed state institutions to financial speculation and gained access to a range of new instruments through which they could manage state affairs in a financialised manner.

Source: *New Political Economy*, Volume 21, Issue 2, March 2016

doi: 10.1080/13563467.2015.1079168

Database: Taylor & Francis Online

Business Group Affiliation, Board Quality and Audit Pricing Behavior: Evidence from Indian Companies

Author: Shireenjit K. Johl, Arifur Khan, Nava Subramaniam and Mohammad Muttakin

Abstract

This study examines the relationships among business group affiliation, board quality and audit fees in an emerging market setting. Using data from Indian firms listed on the Bombay Stock Exchange (BSE) over a nine-year period (2004–2012), our results indicate that firms affiliated with a business group pay higher audit fees than those without such affiliations. We also find that group-affiliated firms with higher-quality boards pay relatively higher audit fees compared to other counterparts. Further, our findings suggest that group-affiliated firms pay lower fee premiums when an audit is undertaken by a Big 4 firm or its affiliates, which implies that economies of scale may be a potential competitive advantage held by larger auditors. The results of the study have implications for the management of audit fees by group-affiliated firms through board structure and processes.

Source: International Journal of Auditing

First published online: 22 February 2016

doi: 10.1111/ijau.12061

Database: Wiley Online Library

Establishing socially responsible workplaces: Need perceptions and institutional forces acting on MSE owners in Tanzania

Author: Katharina Poetz

Abstract

Small businesses are increasingly expected to contribute to sustainable development. Drawing on needs theory and institutional theory, this paper investigates drivers of and barriers to socially responsible workplaces that can fulfill the existence, relatedness, and growth needs of people working in these organizations. The findings generated from an in-depth study of small enterprises in Tanzania indicate that owners' and employees' changing needs contribute to workplace creation but nevertheless often remain unfulfilled. The resulting tensions pose a challenge for sustainable development in Africa's emerging economies. This is discussed with regard to solutions that leverage the normative common ground between traditional values and Western notions of corporate social responsibility (CSR), taking into account the pressures exercised by regulatory and mimetic institutional forces

Source: Canadian Journal of Administrative Sciences

First published online: 22 February 2016

doi: 10.1002/cjas.1372

Database: Wiley Online Library

Looking in the Rearview Mirror: The Effect of Managers' Professional Experience on Corporate Financial Policy

Author: Amy Dittmar and Ran Duchin

Abstract

We track the employment history of over 9,000 managers to study the effects of professional experiences on corporate policies. Our identification strategy exploits exogenous CEO turnovers and employment in other firms and in non-CEO roles. Firms run by CEOs who experienced distress have less debt, save more cash, and invest less than other firms, with stronger effects in poorly governed firms. Experience has a stronger influence when it is more recent or occurs during salient periods in a manager's career. We find similar effects for CFOs. The results suggest that policies vary with managers' experiences and throughout managers' careers.

Source: Review of Financial Studies, Volume 29, Issue 3, Pages 565-602

doi: 10.1093/rfs/hhv051

Database: Oxford Journal