

DOES UNCERTAINTY AFFECT CENTRAL BANKS' OPTIMAL MONETARY POLICY?

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Monetary policy made in the real world has to deal with various sources of uncertainty. Ignorance of this aspect in theoretical formulation causes a gap between the promise of theory and the reality of practice. In this paper, I rigorously investigate the various effects of economic uncertainties on monetary policy making. Based on the economic model of the U.S. economy, I show that failing to account for economic uncertainty can generate seriously distorted macroeconomic outcomes and result in inefficient policy rules. When these uncertainties are taken into account, policy reactions appear to have a cautionary effect and are less sensitive to the shocks of the economy. In addition, I analyze the effect of the cautionary behavior associated with the uncertainty, especially the trade-off between "caution" and "intensity" when future uncertainty increases.

EXPATRIATE MANAGEMENT: AN ORGANIZING FRAMEWORK USING PHASE AND RELIABILITY THEORIES

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Drawing upon phase and reliability theories, this paper proposes an integrative framework that organizes those elements necessary to successful expatriate management. The framework consists of seven interrelated phases: planning, selection, training and consultation, mid-assignment support, evaluation and rewards, repatriation, and program assessment. Effective expatriation is dependent on meeting the thresholds for success at each phase of the framework; failure at any one phase can diminish the probability of success for any expatriate program. Finally, we offer eight sets of propositions based on an examination of the framework.

ENTERPRISE SOCIAL NETWORKS: APPLICATION TO OIL INDUSTRY

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We believe that Enterprise Social Networks (ESNs) will help improve communication among stakeholders within the created "virtual" communities and improve overall operational efficiency of the industry. Such a model requires the creation of "network externalities" through a large number of participants in the network. It is postulated, that the larger the membership in the community the greater the advantages of membership. The paper demonstrates how ESN

would work for the oil industry and explains how various members could benefit from their participation in the network. The value chain of the oil industry and its various participants as well as the interaction and business value creation for each enterprise group are discussed.

THE SERVICE QUALITY IN RETAIL BANKING OF PRIVATE COMMERCIAL BANKS IN BANGLADESH

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The banking sector in any country plays a pivotal role in its economic development process. The banking structure – the number and size distribution of banks in a particular locality and the relative market power of specific banking institutions — determines the degree of competition, efficiency and performance level of the banking industry [Azad 2000]. It has been observed that the retail banking market in Bangladesh is emerging and competing in the corporate credit markets consequently squeezing the market and clustering the business opportunities. In such a market, most of the banks are focused on the consumer/retail banking sector. This paper aims to identify the quality of the service delivery process of the retail banking sector in Bangladesh. In this context, the SERVQUAL model suggested by Parasuraman and Zeithmal was used to measure the quality level of retail banking service of select private commercial banks in Bangladesh. Reliability and responsiveness are the most important pieces of service quality key to the success of private commercial banks in the market. Other service quality dimensions such as assurance, empathy and tangibles were not significant key success factors.

EFFECTIVENESS OF NATIONAL RESEARCH AND DEVELOPMENT INVESTMENT AN EMPIRICAL INVESTIGATION IN CHINA

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The effect of a country's investment level in Research and Development (R&D) as a catalyst for economic growth in developing nations has attracted significant attention during the last two decades. Both positive and negative stories have been reported with different reasoning and explanations. This paper utilizes the DEA (Data Envelopment Analysis) model to ascertain the effectiveness of national R&D investment on the nation's economic growth and development in China based on data from 1985 to 2003. The result indicates that during the last two decades, the national R&D investment in China did not result in a satisfactory contribution to the nation's economic development, as it had been expected. It also revealed that the R&D investments in different sectors showed variations in effectiveness. Managerial implications off the findings and suggestions are discussed accordingly.

CHOCOLATE IN CHINA: DETERMINANTS OF WESTERN BRAND LOYALTY

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We explore empirically, using quantitative methods, factors affecting Chinese consumer loyalty for western chocolate brands. A convenience sample of subject matter experts was surveyed from China's Shanghai region. Following a descriptive analysis of the sample, survey responses (Likert-type scales) were analyzed using ordinary least squares (multiple) regression. Our findings show that increasingly (1) marketing chocolate for gifts, and (2) distributing chocolate through supermarket) predict increased loyalty to western brands. We offer insight for foreign managers and manufacturers interested in succeeding as exporters to China's relatively nascent, but potentially colossal, retail market for chocolate.