

Volume 16 Number 1 February 2015









Contents

Editor's Note	vii
Articles	
Understanding the Effect of Demographic and Personality Traits on the E-Filing Continuance Usage Intention in Malaysia T. Santhanamery and T. Ramayah	ı
Real Earnings Management and Future Performance Naila Tabassum, Ahmad Kaleem and Mian Sajid Nazir	21
A Wavelet-based MRA-EDCC-GARCH Methodology for the Detection of News and Volatility Spillover across Sectoral Indices—Evidence from the Indian Financial Market Anindya Chakrabarty, Anupam De and Gautam Bandyopadhyay	35
Financial Crisis and Contagion Effects to Indian Stock Market: 'DCC-GARCH' Analysis Krishna Reddy Chittedi	50
Market Imperfections and Optimal Capital Structure: Evidence from Indian Panel Data Kaushik Basu	61
Does Liquidity Determine Capital Structure? Evidence from India Prateek Sharma and Samit Paul	. 84
The Gradual Slide towards Homogeneity: The Influence of Convergence Forces Kamal Fatehi and Jose Sanchez	96

Trade Flows between India and Other BRICS Countries: An Empirical Analysis Using Gravity Model	107
Aswini Kumar Mishra, Jigar N. Gadhia, N. Kubendran and Makara Sahoo	1
Are They Really Different? A Study on Apparel Shoppers' Retail Format Perception in USA and India Rituparna Basu	123
Talent Management Practices in Select Organizations in India Anita Mathew	137
Is Corporate Social Responsibility in India Still in a Confused State?—A Study of the Participation of the Private Sector Companies of India in Corporate	
Social Responsibility Activities Sumona Ghosh	151
Case Study	The Party
Coevolution of Culture and Technology: The Business Success of Lee Kum Kee Fu-Lai Tony Yu and Diana S. Kwan	182
Cons Analysis/Discovery	
Case Analysis/Discussant	
Acculturation of New Technology: The Business Success of Lee Kum Kee Pradip Swarnakar and Shukkoor Thahir	196

Contents

Multilevel Determinants of Capital Structure: Evidence from Malaysia Niloufar Rezaie Nejad and Shaista Wasiuzzaman	199
Understanding of Social Marketing: A Conceptual Perspective G. Singaiah and Sahnaj Rahmatulla Laskar	213
A Note on Nominal and Real Devaluation in Laos Phouphet Kyophilavong, Muhammad Shahbaz and Gazi Salah Uddin	236
A Study to Develop an Instrument to Measure Work Ethic Baldev R. Sharma and Snigdha Rai	244
A Dynamic DEA Model for Indian Life Insurance Companies Ram Pratap Sinha	258
Poverty, Educational Failure and the Child-Labour Trap: The Indian Experience Joydeb Sasmal and Jorge Guillen	270
Information Content of Derivatives under Varying Market Conditions and Moneyness: The Case of S&P CNX Nifty Index Options Rajesh Pathak, Kaushik Bhattacharjee and Nagi Reddy V.	281
Identification of Stressors at Work: A Study of University Teachers in India Lakhwinder Singh Kang and Harpreet Sidhu	303
A Study of Corporate Environmental Disclosure Practices of Companies Doing Business in India Barnali Chaklader and Puja Aggarwal Gulati	321

Research Note

A Comment on the Es Saptarshi Purkayastha	xtension of the O	LI Framework to Emerging E	conomies 336
Case Study			
Experiencing Flavourf Vibhuti Tripathi, Anushr		Customers the RB Way ish Gupta	341
Case Analysis/Dis	cussant		
Experiencing Flavourf Neena Sondhi	ul Fun: Delighting	Customers the RB Way	348

Contents

Performance Management System for Local Government: The Indonesian Experience Teddy Jurnali and A.K. Siti-Nabiha Determinants of Foreign Institutional Investment in India: An Empirical Analysis P. Srinivasan and M. Kalaivani	351 364
- 발생 하게 됐었다면 요요한 요면에 되어서 있다는 발생 이 이 없는 사람들이 살아들면 얼마나면 아이에 바라 아이에 가장 아이를 내려면 아이는	364
International Expansion and Contexts of a Global Player from an Emerging Market: The Case of Sabmiller 1993–2013 Maria-Alejandra Gonzalez-Perez, Maria-Teresa Vasquez-Melo and Carolina Rios-Molina	377
Perceived Risk Factors Influence on Intention to Continue Using Internet Banking among Malaysians Normalini Md Kassim and T. Ramayah	393
The Analysis of Bangkok Coffee Chain's Consumers and the Influence of Brand Personalities on their Purchasing Decision Nuntana Udomkit and Panuvat Mathews	415
Price Behaviour around Share Buyback in the Indian Equity Market Chanchal Chatterjee and Paramita Mukherjee	425
Influence of Turbulent Macroeconomic Environment on Productivity Change of Banking Sector: Empirical Evidence from India Dipasha Sharma and Anil K. Sharma	439
Impact of Brand Image on Consumer Decision-making: A Study on High-technology Products M. Prasanna Mohan Raj and Satam Roy	463

Different Impacts of Advertising Appeals on Advertising Attitude for High and Low Involvement Products	478
Mahsa Akbari	
Momentum Effect in Indian Stock Market: A Sectoral Study Ashish Kumar Garg and Pankaj Varshney	494
Assessing Market Risk of Indian Index Funds Suparna Biswas and Santanu Dutta	511
Case Study	
Promoting Oral Health in Rural India: The Case of Pepsodent Shubhra Bahal and A. Sahay	524
Case Analysis/Discussant	
Promoting Oral Health in Rural India: The Case of Pepsodent—An Analysis Manit Mishra	537
Promoting Oral Health in Rural India: The Case of Pepsodent—Case Discussion Rituparna Basu	540
Book Review	
Rodney D. Ryder and Ashwin Madhavan, Intellectual Property and Business: The Power of Intangible Assets Reviewed by Nandita Mishra	543

and the second

Contents

Working Capital and Profitability in Manufacturing Firms in Malaysia: An Empirical Study Shaista Wasiuzzaman	545
Role of Institutional Shareholders' Activism in Enhancing Firm Performance: The Case of Pakistan Talat Afza and Mian Sajid Nazir	557
Bridging the Gap of Green IT/IS and Sustainable Consumption Kuan-Siew Khor, Ramayah Thurasamy, Noor Hazlina Ahmad, Hasliza Abdul Halim and Lo May-Chiun	571
Consumers' Repurchase Intention Towards a Mobile Phone Brand in Qatar: An Exploratory Study Utilizing Theory of Reasoned Action Framework Emad Naji Isaid and Mohd. Nishat Faisal	594
An Empirical Investigation on the Impact of Marketing Communication Expenditure on Firms' Profitability: Evidence from India Neelotpaul Banerjee and Somroop Siddhanta	609
State of Psychological Contract in India: Managing the 'New Deal' Promila Agarwal	623
Developing a Cloud-Computing Adoption Framework Hemlata Gangwar, Hema Date and R. Ramaswamy	632
Why Exporting SMEs Switch Banks? Fulbag Singh and Manpreet Kaur	652

Competitiveness: Review, Reflections and Directions Pragya Bhawsar and Utpal Chattopadhyay	665
Supply Chain Network Design Based on Integration of Forward and Reverse Logistics Pradip K. Bhaumik	680
Impact of Mentoring Functions on Career Development: Moderating Role of Mentoring Culture and Mentoring Structure Jeevan Jyoti and Poonam Sharma	700
Case Study	
A Turnaround Specialist on the Job: The Case of MPCON Sona Vikas	719
Case Analysis/Discussant	
The Case of MPCON: Analysis Swarup K. Mohanty	734

Contents

Behaviour of Stock Return Autocorrelation in the GCC Stock Markets Shah Saeed Hassan Chowdhury, M. Arifur Rahman and M. Shibley Sadique	737
Risk Factors in 1T Outsourcing Partnerships: Vendors' Perspective Matilda Alexandrova	747
Intrapreneurship Orientation and Innovation Championing in Indian Organizations Nupur Sinha and Kailash B.L. Srivastava	760
Work Autonomy and Workplace Creativity: Moderating Role of Task Complexity Surendra Kumar Sia and Aneesh V. Appu	772
Volatility Clustering and Leverage Effect in the Indian Forex Market Zabiulla	785
Equity Performance of Zero-debt Firms vis-à-vis Their Leveraged Counterparts Soumya Guha Deb and Pradip Banerjee	800
Impact of Agility, Adaptability and Alignment on Humanitarian Logistics Performance: Mediating Effect of Leadership Rameshwar Dubey, Tripti Singh and Omprakash K. Gupta	812
Should Analysts Go by the Book? Valuation Models and Target Price Accuracy in an Emerging Market Samie Ahmed Sayed	832
Testing Sigma and Unconditional Beta Convergence of GDP for SAARC Countries: Can Inclusion of China further Consolidate the Convergence? Shabari Paul Dey and Debasis Neogi	845

Job Embeddedness: A Ten-year Literature Review and Proposed Guidelines Debjani Ghosh and L. Gurunathan	856
A Review on Impact of Socialization Agents in Breeding Consumerism among Children	0/7
Usha Lenka and Vandana	867
An Empirical Analysis of Purchase Behaviour for Football Ancillaries:	
An Emerging Market Perspective	879
Rituparna Basu and Neena Sondhi	
Case Study	
Strategic Entrepreneurship in Taiwan's Food and Catering Industries:	
The Case of 85 °C Café Shop	891
Fu-Lai Tony Yu and Ming-Wen Hu	
The second secon	
Case Analysis/Discussant	
The second section of the second section is a second second section of the second section sect	
Strategic Entrepreneurship in Taiwan's Food and Catering Industries:	
The Case of 85°C Cafe Shop	903
Umashankar Venkatesh	

Global Business 2015 Review

Supplement to Volume 16 Number 5 October 2015

Supplement Issue: Key Features of Capital Markets and Banks through the Lens of Emerging Economies

Guest Editor: Kakali Kanjilal

Contents

Introductory Note		viiS
Editor's Introduction Key Features of Capital Markets and Banks through the Lens of Emerging Economies Kakali Kanjilal		viiiS
Articles		
Foreign Equity Flows and Market Return Linkages: Evidence of Malaysian Stock Market Ros Zam Zam Sapian and Noor Azryani Auzairy		IS
Do Malaysian Horizontal Mergers and Acquisitions Create Value? Nai Chiek Aik, Taufiq Hassan and Shamsher Mohamad	١	15\$
Stock Market Volatility and Equity Trading Volume: Empirical Examination from Brazil, Russia, India and China (BRIC) Pramod Kumar Naik and Puja Padhi		285
Dynamic Linkages between Implied Volatility Indices of Developed and Emerging Financial Markets: An Econometric Approach Divya Gupta and Usha Kamilla		465
The Nexus between Economic Freedom and Islamic Bank Profitability in the MENA Banking Sectors Fadzlan Sufian and Muhamed Zulkhibri		58\$

Determinants of Bank Profitability in the Post-reform Period: Evidence from India Seenaiah K, Badri Narayan Rath and Amaresh Samantaraya	82S
Understanding Dynamic Relationship among Gold Price, Exchange Rate and Stock Markets: Evidence in Indian Context Atul Shiva and Monica Sethi	93S
Stock Split: A Test of Market Efficiency on Indian Stocks (2001–2013) Ruzbeh J. Bodhanwala	1125
Performance Evaluation of Regional Rural Banks: Evidence from Indian Rural Banks Jaynal Ud-din Ahmed	125S
Earnings Management and Financial Distress: Evidence from India Khushbu Agrawal and Chanchal Chatterjee	1405
The Choice between QIP and Rights Issue: Evidence from India Pradip Banerjee and Soumya Guha Deb	155S
Default Prediction Using Piotroski's F-score Khushbu Agrawal	175S
Book Reviews	
Peter Church, Profiles in Enterprise: Inspiring Stories of Indian Business Leaders Reviewed by Nandita Mishra	1875
Kavil Ramachandran, The 10 Commandments for Family Business Reviewed by Neelam Tandon	1935
S. Subramanian, Essays in Economics and Other Cheerful Themes—A Dismal	
Scientist's Occasional Reflections on the World around Him Reviewed by Deepak Tandon and Neelam Tandon	1975

Contents

Gender Differences at Work: Experiencing Human Resource Management Policies in Lebanese Firms Hussein N. Ismail and Lama Nakkache	907
Oil Price Shocks and Nigeria's Macroeconomy: Disentangling the Dynamics of Crude Oil Market Shocks Christopher N. Ekong and Ekpeno L. Effiong	920
Motives and Determinants of FDI: A VECM Analysis for Oman Omer Ali Ibrahim and Sufian Eltayeb Mohamed Abdel-Gadir	936
Empirical Validity of Value Added Intellectual Coefficient Model in Indian Knowledge-based Sector Shantanu Kumar Ghosh and Santi Gopal Maji	947
A Study of the Mentees' Perspective of the Informal Mentors' Characteristics Essential for Mentoring Success Gowri Joshi and Chandrima Sikdar	963
Linking Perceived Organizational Support to Organizational Trust and Commitment: Moderating Role of Psychological Capital Amit Shukla and Himanshu Rai	981
Retail Participation in Health Insurance: A Model of Consumer Preferences K.T. Thomas and R. Sakthivel	997
Configurations of Resources, Strategy, Structure and Environment in Young High-technology Firms: Evidence from Qualitative Comparative Analysis Krishna Chandra Balodi and Shubhabrata Basu	1012

Interrelationship between Total Quality Management and Six Sigma: A Review Vishal Singh Patyal and K. Maddulety	1025
Understanding the Indo-Japan Economic Relations in the Asia-Pacific Century Munim K. Barai, Rabi Narayan Kar and Niti Bhasin	1061
A Decade of Lean in Healthcare: Current State and Future Directions Yash Daultani, Atanu Chaudhuri and Sushil Kumar	1082
Parent's Opinion of Children's Influence in Purchase Decisions: A Comparative Analysis between Rural and Urban Delhi Dharminder Kumar Batra and Akhter Ali	1100
Efficiency Assessment Parameters of Public Sector Banks in India Poonam Singh and Kanhaiya Singh	1112
Financial Crisis and Stock Market Integration: An Analysis of Select Economies Aman Srivastava, Shikha Bhatia and Prashant Gupta	1127
Case Study	
Designing and Creating Global Economic/Business Regions: A Case Study of the Rio Grande Valley Region Ufot B. Inamete	1143
Case Analysis/Discussant	
Designing and Creating Global Economic/Business Regions: A Case Study of the Rio Grande Valley Region Arnab K. Deb	1165