# TABLE OF CONTENTS

## PART I – STRATEGY AND GROWTH

Impact of Organizational Culture on Trust and Commitment in International Joint Ventures (IJVs): An Empirical Investigation  
Sameer Vaidya, Texas Wesleyan University  

Five Propositions Regarding Scenario Planning’s Problematic Claims  
Pedro S. Hurtado, Texas A&M International University  
Jyotsna Mukherji, Texas A&M International University  
Ananda Mukherji, Texas A&M International University  

The Network for Manufacturing Innovation: A “Tipping Point” in U.S. Research and Development Policy?  
Thomas A. Hemphill, University of Michigan-Flint  

Implications of Technological Advancement in Global Competitive Market Capital Structure of Manufacture and Services Sector in Mexico: Panel Data Analysis  
Juan Gaytan-Cortes, University of Guadalajara  
Joel Bonales-Valencia, Universidad Michoacana of San Nicolas de Hidalgo  
Antonio de Jesus-Vizcaino, University of Guadalajara  

Micro Level Competitiveness of Manufacturing Export SMEs from Michoacan, Mexico and Jaen, Spain between 2008 and 2010  
Andrea Tafolla Manzo, Universidad Michoacana of San Nicolas de Hidalgo  
Odette Delfin Ortega, Universidad Michoacana of San Nicolas de Hidalgo  

Comparative Analysis of Right to Try Access to Innovative Emerging Healthcare Technologies  
John C. Cameron, Pennsylvania State University  

The Impact of Environmental Uncertainty, Strategic Marketing Activities And Strategic Orientation on the Financial Performance of Entrepreneurial Firms  
Jyotsna Mukherji, Texas A&M International University  
Ananda Mukherji, Texas A&M International University  
Pedro S. Hurtado, Texas A&M International University  

Growing a Firm’s Resource Base Over Time  
Michael L. Pettus, Susquehanna University  

An Analysis of Export Specialization and Competitiveness in the Indian Sugar Industry  
Sheetal, Guru Jambheshwar University of Science and Technology  
Rajiv Kumar, Jambheshwar University of Science and Technology  

## PART II – INVESTMENT AND INNOVATION

Evaluation of Cluster Competitiveness: Review, Framework and Methodology  
Pragya Bhawasar, National Institute of Industrial Engineering
America and China in Africa: Future Competition or Cooperation?  
Larry Bridwell, Pace University

The Success of Global Supply Chains: An Exploratory Analysis  
Prashanth N. Bharadwaj, Indiana University of Pennsylvania

Brand Value and its Effect on the Financial Performance in the Mexican Stock Market’s Food-Processing Industry  
Jose Sanchez-Gutierrez, University of Guadalajara  
Gloria Yaneth Zapari-Romero, University of Guadalajara  
Juan Gaytan-Cortes, University of Guadalajara  
Jorge Pelayo-Maciel, University of Guadalajara

A Study on Brand Strength Analysis  
Upasana Diwan, Birla Institute of Technology  
D.D. Chaturvedi, Shri Guru Gobind Singh College of Commerce

Drivers’ Impact on Entrepreneurs to Start a New Business:  
A Comparative Study between Egypt and the U.A.E.  
Sayed M. El Khouly, Ain Shams University  
Mohamed AbdElDayem, Ain Shams University

PART III – LEADERSHIP AND DEVELOPMENT

Genetically Engineered Food and Genetically Modified Organisms  
Omid Nodoushani, Southern Connecticut State University  
Jayme Sintay, Southern Connecticut State University  
Carol Stewart, Southern Connecticut State University

The Green Energy Sector  
Omid Nodoushani, Southern Connecticut State University  
Isaline Van den Abbeele, Southern Connecticut State University  
Carol Stewart, Southern Connecticut State University

Trans-Pacific Partnership—Commentary  
Suhail Abboushi, Duquesne University

Relationship between Economic Freedom and Stages of Development  
Sayed El Sayed El Khouly, Ain Shams University  
Mohamed Gamal Amer, Asec Automation, Egypt

Trends in the Motion Picture Industry Provide Opportunities and Challenges  
For Accountants: Tax Credits, Crowd Funding, and Global Partnerships  
Linda A. Hall, The State University of New York at Fredonia  
Jayanti Bandyopadhyay, Salem State University  
Heather Mowat, The Bonadio Group

Forward Contracts: Islamic Salam versus Conventional Options  
Osman Suliman, Millersville University of Pennsylvania

PART IV – ETHICS AND SOCIETAL DEVELOPMENT
The Tug of War between Developed and Emerging Market Origin Companies  185
Kannappa Rayappa, Reutlingen University
Ruth Tigges, Reutlingen University
Sushil Raj Ghimire, Portland State University
Abhi Mallik, Reutlingen University

Long Term Memory in Foreign Exchange Market Returns: International Evidence  190
Anuradha Jain, Vivekananda Institute of Professional Studies

The Impact of Regulations on the Formation of Small/Intermediate Businesses in Egypt: The Gap between the Intended and the Implemented Application  196
Sayed Elsayed ElKhouly, Ain Shams University
Hala El Sedfy, Ain Shams University

Toward a Leadership-Driven Model of CEO Pay  204
Gerard Farias, Fairleigh Dickinson University
Gwen Jones, Fairleigh Dickinson University