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CORPORATE SOCIAL RESPONSIBILITY: TO YOURSELF BE TRUE

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Abstract: The increasingly tight connections between innovation and internationalization, and critical factors in this setting warrant more research. In this study, the focus is turned to protection different types of radical innovations in international and domestic markets. Our results based on literature review and empirical examination of data from 209 firms indicate that while protection mechanisms are typically stronger in internationalized firms than in domestic ones, there are differences with regard to the individual mechanisms that protect different types of innovations in both types of markets. Acknowledging this allows managers to prepare better for utilizing innovations and conducting innovation activities abroad, and helping their firms to grow internationally.

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Abstract: There have been propositions in the information technology (IT) literature that IT stimulates international business. This paper describes the research framework that relates to IT investment and international trade. Based on a literature survey, five hypotheses are developed. The data of IT expenditures and international trade of forty-four large trading countries over the 1995-2009 period are collected through the World Bank and United Nation's databases. These data are used to test the five hypotheses. The research findings strongly suggest that IT investment has positive effects on international trade for all countries. Such positive effects are not significantly influenced by cultural factors such as geographical region and language, even are not influenced by the economy strength factor. Free trade can stimulate the effects of IT on international trade; however, such stimulus seems to be diluted when the trade association becomes large. The findings of this empirical test lead to conclusions and recommendations for the international trade communities to proactively make IT investments for international trade.

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Abstract: The objective of the article is to identify particular functions and the organising thereof by human resource practitioners in 2010 forecasted for 2020 that would be critical as contributions to achieve an organisation's objectives. Without the focused application and practice of HR functions by HR practitioners, organisations in New Zealand would not be optimally competitive. A survey was executed via an e-questionnaire using Survey Monkey in 2010 with forecasts for 2020 to obtain longitudinal results. Responses totalled 119 from members of the Human Resource Institute of New Zealand, representing 15.4%. The most important findings and managerial implications are: HR should exhibit leadership in the functioning and organising of HR; focus on financial implications of HR activities, and external and internal changes in the organisation as perceived by HR. The implications are perhaps also applicable to organisations globally to add value to create future business opportunities.

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Abstract: The Zimbabwean economy has undergone economic and financial transformation over the past two decades which has been accompanied by multiple changes in the banking sector. The country embarked on financial reforms in the 1990s which subsequently led to a twofold growth in the number of banks in the system. However, the growth in the number of banks exacerbated competition in the sector which subsequently led to an unprecedented collapse of banks between 1998 and 2005. This study uses the lifecycle model to ascertain behavior of banks between the period 1990 and 2008. The results show that the majority of banks that collapsed in Zimbabwe between 1998 and 2008 were, on average, at their start-up phase. However, the collapse of these banks was propelled by different circumstances ranging from bank specific to general market factors. The study provides some policy recommendations regarding the licensing of banks in emerging markets economies.

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Abstract: Brand trust is an integral component of brand identity. Consumer suspicion may undermine the building of brand trust through attempts to incorporate corporate social responsibility (CSR) into brand identity. One cause is businesses conforming to a definition of CSR that does not fit their operation and culture. One response is to set authenticity at the center of CSR discussions by broadening the ethics used to conceive a business's role in society and international commerce. This paper uses philosophical tools to construct a model for authenticity-based corporate social responsibility.

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