

# Journal of International & Interdisciplinary Business Research

---

Volume 2 *Journal of International & Interdisciplinary Business Research*

Article 1

---

1-1-2015

## Front Matter And Editorial Board

Fort Hays State University California State University - Los Angeles

Follow this and additional works at: <https://scholars.fhsu.edu/jiibr>

---

### Recommended Citation

California State University - Los Angeles, Fort Hays State University (2015) "Front Matter And Editorial Board," *Journal of International & Interdisciplinary Business Research*: Vol. 2, Article 1.

DOI: 10.58809/AHQ4659

Available at: <https://scholars.fhsu.edu/jiibr/vol2/iss1/1>

This Cover, Masthead, and Contents is brought to you for free and open access by the Peer-Reviewed Journals at FHSU Scholars Repository. It has been accepted for inclusion in Journal of International & Interdisciplinary Business Research by an authorized editor of FHSU Scholars Repository. For more information, please contact [ScholarsRepository@fhsu.edu](mailto:ScholarsRepository@fhsu.edu).

# Journal of & International Business Research

2014-2015

Vol. 2  
SPRING 2015

ISSN 2332-3426 (print)  
ISSN 2332-3434 (online)

## IN THIS ISSUE:

**Heike Matthes & John E. Barbuto, Jr.**  
Testing the Mediating Role of Leaders' Background on the Effects of Nationality on Global Mindset

**Hagai Gringarten, Raúl Fernández-Calienes & Lloyd Mitchell**  
Publishing Book Reviews in Accounting Journals: A Lost Art?

**Ling T. He & K. Michael Casey**  
Do Investor Clienteles Have a Differential Impact on Price and Volatility? The Case of Berkshire Hathaway

**Leo-Rey C. Gordon & Mark D. Harris**  
The Not So "All-Inclusive" Tourism in Jamaica: Economic Linkages to Local Supply

**Arben Asllani & Alireza Lari**  
Using Goal Programming to Increase the Efficiency of Marketing Campaigns

**James Webb**  
A Path to Sustainability: How Revenue Diversification Helps Colleges and Universities Survive Tough Economic Conditions

**Vinh Q. Nguyen**  
Job Characteristics, Job Embeddedness and Turnover Intention: The Case of Vietnam

**Pradeep Tyagi**  
Motivation, Inequities as Antecedents of Social Loafing in Marketing Group Projects



FORT HAYS STATE  
UNIVERSITY

Published by FHSU Scholars Repository, 2015

California State University,  
Los Angeles





## Volume 2 Spring 2015

### EDITORIAL BOARD

#### *Co-Editors*

Justin W. Evans                      Angela Young  
Fort Hays State University      California State University, Los Angeles

#### *Associate Editors*

Bobby K. Alexander, PhD—Fort Hays State University  
Anthony Gabel—Fort Hays State University  
Dmitry Gimon—Fort Hays State University  
Glenn A. Growe—Fort Hays State University  
Wally Guyot, PhD—Fort Hays State University  
Jessica Heronemus—Fort Hays State University  
Taewon Kim—California State University, Los Angeles  
Mary Martin—Fort Hays State University  
Dr. Michael Martin—Fort Hays State University  
Emi Moriuchi, PhD—Fort Hays State University  
Nina O'Brien—California State University, Los Angeles  
Veena Prabhu—California State University, Los Angeles  
Ronda M. Smith, PhD—Fort Hays State University  
Stacey Smith—Fort Hays State University  
Steven Tam, PhD—Fort Hays State University  
Dr. Dosse Toulaboe—Fort Hays State University  
Dr. James ("Skip") Ward—Fort Hays State University  
Angela A. Walters—Fort Hays State University  
Gregory Weisenborn, PhD—Fort Hays State University  
Charles A. Wolfe—Fort Hays State University

## **REVIEW BOARD**

Rebecca Abraham—Nova Southeastern University  
Cagdas Agirdas—University of Tampa  
Rasha Ahmed—Trinity College  
Dr. Mohammad Zulfeeque Alam—University of Business & Technology (Saudi Arabia)  
Dr. Mohammad Ali—University of Maryland Eastern Shore  
Nathan Austin—Morgan State University  
Dr. Sally Baalbaki—Metropolitan State University of Denver  
Benjamin Bae, PhD—California State University, Bakersfield  
Wesley Balda—Champlain College  
Jennifer A. Ball—Washburn University  
Summer E. Bartczak—University of Central Arkansas  
Larisa Belinskaja, PhD—Vilnius University  
John F. Bennett—University of Missouri  
Emil B. Berendt—Mount St. Mary's University  
Neera Bhansali, PhD—Florida International University  
Michael Bitter—Stetson University  
Herbert Blankson—Dalton State College  
Salem L Boumediene—Montana State University Billings  
William H. Brent—Howard University  
Dr. Samantha Buxton—Swansea University  
Fred Cahuzak—Avans University of Applied Sciences  
Paul L. Camp, PhD—Metropolitan State University of Denver  
Tony Carter—University of New Haven  
K. Michael Casey—University of Central Arkansas  
Sarita Ray Chaudhury, PhD—Humboldt State University  
Paul Chao—Eastern Michigan University  
Chien-Chung Chen—New Mexico Highlands University  
Steve S. Chen—Morehead State University  
Peggy Choong, PhD—Niagara University  
Professor Lal C. Chugh—University of Massachusetts Boston  
Gregory Clifton, JD, LL.M.—Metropolitan State University of Denver  
Cynthia Conrad, PhD—University of New Haven  
Kathryn Cort—North Carolina A&T State University  
Jonathan Damiani, PhD—Nagoya University of Commerce & Business  
Daniel Degraev—California State University, Northridge  
Dr. Javier de la Fuente—California Polytechnic State University  
Mônica Desiderio, PhD—BSP: Business School São Paulo  
John R. Dilyard—St. Francis College  
William Donohue—Missouri State University  
Joyce M. Eisel, Dr PH—Harris-Stowe State University  
Charles Evans—Barry University  
Pamela S. Evers—University of North Carolina Wilmington  
Xin Fang—Hawaii Pacific University  
W. Timothy Few, PhD—Edinboro University  
John T. Finley—Columbus State University  
Abrar Fitwi—Saint Mary's College  
Melody L. Fortune, PhD, CPM—Delta State University  
Tony Gibeily—Saint Joseph University (Lebanon)  
Paul Gibson—RMIT University  
Jillian H. Gilbert, DSL—Azusa Pacific University  
Mousumi Godbole—Fairfield University  
Dr. James S. Gould—Pace University  
Dr. Nicole Grandmont-Gariboldi, CPA, RFG—St. Thomas University, Miami

Michael J. Gravier, PhD, CTL—Bryant University  
Dr. Tom Griffin—Nova Southeastern University  
Andrew S. Griffith—Iona College (USA)  
Hagai Gringarten, PhD—St. Thomas University  
Evelyn Gullett, PhD—Webster University (Adjunct)  
Konrad E. Gunderson, PhD—Missouri Western State University  
Liang (Kevin) Guo—California State University, San Bernardino  
Rakesh Gupta—Adelphi University  
Moshira Gamil Hanna—ESLSCA Business School (Egypt)  
Bartłomiej Hanus—Emporia State University  
George E. Heilman—Winston-Salem State University  
Lewis Hershey—Eastern Michigan University  
Rebecca Hochradel—Delta State University  
Lei Huang, PhD—The State University of New York at Fredonia  
Richard J. Hunter, Jr.—Seton Hall University  
Kevin J. Hurt, PhD—Columbus State University  
A. Can Inci—Bryant University  
Perwaiz B. Ismaili, PhD—Metropolitan State University  
Annette Singleton Jackson, PhD—Florida A&M University  
Cooper Johnson—Delta State University  
Dr. Jalin B. Johnson—Brandman University  
Richard C. Jones, PhD—Hofstra University  
Sacha Joseph-Mathews—University of the Pacific  
Joseph H. Jurkowski, PhD, MBA, CPA, CGMA—D'Youville College  
Gundars Kaupins—Boise State University  
Dr. Brad Kleindl—Park University  
Joni A. Koegel—Cazenovia College  
Dr. Serhiy Kovela, MBA CITP—Kingston University London  
Karen L Koza, DBA—Western Connecticut State University  
Salim Lahmiri—ESCA School of Management (Morocco)  
Sambhavi Lakshminarayanan—Medgar Evers College, CUNY  
Teresa K. Lang, PhD, CPA, CISA—Auburn University at Montgomery  
Mitchell Langbert—Brooklyn College, CUNY  
Dr. Maria A. Leach—University of Southern Mississippi  
W. Eric Lee—University of Northern Iowa  
Dr. Rick A. Lester—Birmingham-Southern College  
Boris Lezhava—Caucasus University  
Lingxiang Li—State University of New York – Old Westbury  
Jamy Long—Delta State University  
Steven L. Lovett, JD—Emporia State University  
Eric C. Lin—California State University, Sacramento  
Shirley Liu—Florida Atlantic University  
Xiang Liu—California State University, San Bernardino  
Xinyi Lu—University of New Haven  
Vivek Madupu—Missouri Western State University  
Per-Ola Maneschiöld, PhD—Karlstad University  
Hoda Mansour—University of Business and Technology (Saudi Arabia)  
Erika Marsillac—Old Dominion University  
Janet K.M. Marta—Northwest Missouri State University  
Karen Bradshaw McCarron, PhD—Georgia Gwinnett College  
Dr. Vershun L. McClain—Jackson State University  
Tamuchin McCreless—Northern Kentucky University  
Nicholas S. Miceli, PhD—Park University  
Ahmed Ibrahim Mokhtar—Eslsca Business School  
Dr. Fouad K. Moussa—Gallaudet University  
Athar Murtuza—Seton Hall University

Shiva Nadavulakere—Saginaw Valley State University  
 Priya Nagaraj—William Paterson University  
 Gibson Nene—University of Minnesota Duluth  
 Lana S. Nino—Whittier College  
 Andrew B. Nyaboga, PhD—William Paterson University  
 Ifeakandu Okoye—Florida A&M University  
 Kevin O'Neill—State University of New York at Plattsburgh  
 A. Ben Oumlil—Western Connecticut State University  
 David K. Palmer—University of Nebraska at Kearney  
 Yaroslav Pavlov—IBS Moscow, RANEPA  
 Dinah Payne—University of New Orleans  
 Deidre M. Pettinga, MBA, MA, PhD—American Camp Association  
 Maria M Pirrone LLM, CPA—St. John's University  
 Adrian B. Popa, PhD—Gonzaga University  
 George Priovolos—Iona College  
 Tad D. Ransopher J.D., ABD (Taxation), MTx, MPA, MBA (Finance)—Georgia State University  
 Monika Renard—Florida Gulf Coast University  
 Carlos Restrepo—Universidad Externado de Colombia  
 Dr. Jeff Rightmer—Central Michigan University  
 Patricia B. Robertson, PhD—Southern University at New Orleans  
 Carlos M. Rodriguez PhD—Delaware State University  
 Jorge A. Romero—Towson University  
 Dr. Michael C. Russell—St. Bonaventure University  
 George L. Schmidt, PhD—University of Arkansas Fort Smith  
 James R. Scott, PhD—Missouri State University  
 Jonathan Seltzer—University of St. Thomas  
 Wei Sha—Pittsburg State University  
 Jon M. Shapiro, PhD—Northeastern State University  
 Meghna Singhvi, PhD—Loyola Marymount University  
 Faye A. Sisk, PhD—Mercer University  
 Gary M. Smith—Keuka College  
 Sandra K. Smith Speck, PhD—Idaho State University  
 Andrew V. Stephenson—Georgia Gwinnett College  
 Ludmila Štěrbová—University of Economics (Czech Republic)  
 David W. Stewart—Loyola Marymount University  
 Paul Stock—University of Mary Hardin Baylor  
 Linda Stockton—McMaster University  
 Randy S. Stuart—Kennesaw State University  
 Carolyn Fabian Stumph, PhD—Indiana University – Purdue University Fort Wayne  
 Dr. Premalata Sundaram—High Point University  
 Raymond E. Taylor—LSU in Shreveport  
 Dr. Hui-Ju Tsai—Washington College  
 Minna Tunkkari-Eskelinen—JAMK University of Applied Sciences  
 Scott Tuppen—Swansea University  
 Philip van Berten—Stevenson University  
 Thierry Van den Berghe, PhD—ICHEC Brussels Management School  
 Jill Lynn Vihtelic—Saint Mary's College of Notre Dame  
 Vivian Vimarlund—Jönköping International Business School  
 Shih-Ching (Trista) Wang—West Chester University of Pennsylvania  
 Willis M. Watt, PhD—Methodist University  
 Thomas E. Webb, Jr., JD MLS—SUNY Buffalo State College  
 Stephen D. Willits—Bucknell University  
 Michael D. Witt, PharmD, JD—University of Michigan – Flint  
 Gerald Wright—Husson University  
 Chuanyin Xie—The University of Tampa  
 Dr. Weichu Xu—East Stroudsburg University of Pennsylvania

Dr. Atefeh Yazdanparast—University of Evansville  
Ara Yeghiazarian—Kingston University London  
Bee Yew—Fayetteville State University  
Geungu Yu—Jackson State University  
Ky-Hyang Yuhn—Florida Atlantic University  
Dr. Ayman Zerban—University of Business and Technology (Saudi Arabia)  
Ling Zhang—Avila University  
Shaoqiong (Annie) Zhao—Northern State University  
Yang Zhao—Keuka College  
Tang Zhen—Hohai University  
Litao Zhong, PhD—Indiana University East

### **UNIVERSITY LEADERSHIP**

<b><i>Presidents</i></b>	Dr. Mirta M. Martin Fort Hays State University	Dr. William A. Covino California State University, Los Angeles
<b><i>Provosts</i></b>	Dr. Graham Glynn Fort Hays State University	Dr. Lynn Mahoney California State University, Los Angeles
<b><i>College of Business Deans</i></b>	Dr. Mark C. Bannister Fort Hays State University	Dr. James A. Goodrich California State University, Los Angeles

*The JIIBR Editorial Board especially thanks Conni Dreher (Senior Administrative Assistant, College of Business & Entrepreneurship, Fort Hays State University) for her valuable work throughout the year on the Journal.*





# Table of Contents

## Volume 2

## Spring 2015

<b><i>Testing the Mediating Role of Leaders' Background on the Effects of Nationality on Global Mindset</i></b>	
Heike Matthes and John E. Barbuto, Jr.....	1
<b><i>Publishing Book Reviews in Accounting Journals: A Lost Art?</i></b>	
Hagai Gringarten, Raúl Fernández-Calienes, and Lloyd Mitchell .....	18
<b><i>Do Investor Clienteles Have a Differential Impact on Price and Volatility? The Case of Berkshire Hathaway</i></b>	
Ling T. He and K. Michael Casey .....	30
<b><i>The Not So "All-Inclusive" Tourism in Jamaica: Economic Linkages to Local Supply</i></b>	
Leo-Rey C. Gordon and Mark D. Harris .....	40
<b><i>Using Goal Programming to Increase the Efficiency of Marketing Campaigns</i></b>	
Arben Asllani and Alireza Lari.....	53
<b><i>A Path to Sustainability: How Revenue Diversification Helps Colleges and Universities Survive Tough Economic Conditions</i></b>	
James Webb .....	69
<b><i>Job Characteristics, Job Embeddedness and Turnover Intention: The Case of Vietnam</i></b>	
Vinh Q. Nguyen.....	98
<b><i>Motivation, Inequities as Antecedents of Social Loafing in Marketing Group Projects</i></b>	
Pradeep Tyagi .....	110

The *Journal of International & Interdisciplinary Business Research* is published annually by the College of Business and Entrepreneurship at Fort Hays State University, Hays, KS and The College of Business and Economics at California State University-Los Angeles. Views and opinions expressed in the Journal are those of the authors and do not necessarily reflect the views of staff of the FHSU College of Business and Entrepreneurship, Fort Hays State University, The CSULA College of Business and Economics or California State University-Los Angeles. The authors assume full responsibility for the accuracy of facts published in the articles.



