Volume III

Chapter 57
Commitment-Trust Dynamics in the Internationalization Process: A Case Study of Market Entry in the Brazilian Market .......................................................... 1206

António Carrizo Moreira, University of Aveiro, Portugal
Carolina Batista Alves, University of Aveiro, Portugal
Section 5
Organizational and Social Implications

This section includes a wide range of research pertaining to the social and behavioral impact of International Business around the world. Chapters introducing this section critically analyze and discuss trends in International Business. Also investigating a concern within the field of International Business is research which discusses the effect of user behavior on International Business. With 17 chapters, the discussions presented in this section offer research into the integration of global International Business as well as implementation of ethical and workflow considerations for all organizations.

Chapter 58
Impact of International Students on Interactive Skills and College Outcomes of Domestic Students in U.S. Colleges
Jiali Luo, Duke University, USA

Chapter 59
Japanese Cultural Traditions and International Business
Gloria Garcia, University of Tokyo, Japan & ICADE Business School, Spain

Chapter 60
Initial Adoption vs. Institutionalization of E-Procurement in Construction Firms: The Role of Government in Developing Countries
De Chun Huang, Hohai University, China
Quang Dung Tran, Griffith University, Australia & National Civil Engineering University, Vietnam
Thi Quynh Trang Nguyen, Hohai University, China
Sajjad Nazir, Hohai University, China

Chapter 61
E-Learning Implementation in Developing Countries: Perspectives and Obstacles
Jovana Zoroja, University of Zagreb, Croatia
Marjana Merkač Skok, Fakulteta za Komercialne in Poslovne Vede, Slovenia
Mirjana Pejić Bach, University of Zagreb, Croatia

Chapter 62
The Roles of International Entrepreneurship and Organizational Innovation in SMEs
Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 63
The Roles of Sports Sponsorship and Brand Management in Global Sports Marketing
Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 64
Taxpayers' Attitudes towards Tax Evasion in Latin American Countries
Mişlüm Basilgan, Uludağ University, Turkey
Bryan Christiansen, PryMarke, LLC, USA
Chapter 65
Institutional Reform and Export Competitiveness of Central and Eastern European Economies
Dören Chadee, Deakin University, Australia
Alex Kouznetsov, Deakin University, Australia
Banjo Roxas, Deakin University, Australia

Chapter 66
Citizens’ Voice and Adoption of Pakistani E-Government Services
Muhammad Ovais Ahmad, University of Oulu, Finland
Jouni Markkula, University of Oulu, Finland
Markku Oivo, University of Oulu, Finland

Chapter 67
Foreign Trade in Russia: Existing Distortions and Potentials of Regional Competitiveness in View of Liberalization
Vasily Erokhin, Moscow University of Finance and Law, Russia

Chapter 68
The Influence of National Culture and Organizational Culture on the Success of an Expatriate Overseas Assignment
Gina Fe G. Causin, Stephen F. Austin State University, USA
Charito G. Ngwenya, BE Meeting Services, Philippines

Chapter 69
The Implication of Multinational Corporations in Poverty Eradication in Cameroon
Kingsly Awang Ollong, University of Bamenda, Cameroon

Chapter 70
The Role and Challenges of Consumer Research in the Dynamic Economic and Social Environment of Latin America
Joseann Knight, University of the West Indies, Barbados

Chapter 71
International Student Mobility Trends between Developed and Developing Countries
Xuezhi Liu, Chinese Academy of Personnel Science, China
Chun Li, Chinese Academy of Personnel Science, China

Chapter 72
A Cross-National Effect of Ethnocentrism on Purchase Intention
Nadia Jiménez, Universidad de Burgos, Spain
Sonia San-Martín, Universidad de Burgos, Spain
Chapter 73
Multinational Corporations and Social Responsibility ......................................................... 1585
Barbara Coca Calderón, University of Teacher Education, Switzerland
Josef Naef, Bern University of Applied Sciences, Switzerland
Kim Oliver Tokarski, Bern University of Applied Sciences, Switzerland

Chapter 74
Ethos, Pathos, and Logos of Doing Business Abroad: Geert Hofstede’s Five Dimensions of National Culture on Transcultural Marketing ................................................................. 1601
Ben Tran, Alliant International University, USA

Section 6
Managerial Impact

The 8 chapters within this section present contemporary coverage of the social implications of International Business, more specifically related to the corporate and managerial utilization of information sharing technologies and applications, and how these technologies can be extrapolated to be used in International Business. Equally as crucial, chapters within this section discuss how leaders can utilize International Business applications to get the best outcomes from their governors and their citizens.

Chapter 75
Introduction to Labor and Health Economics: Mobility of Medical Doctors in the Mediterranean Region ......................................................................................................................... 1628
Ahmed Driouchi, Al Akhawayn University, Morocco

Chapter 76
Protecting Traditional Knowledge Associated with Genetic Resources by Corporate Social Responsibility ................................................................. 1650
Noriko Yajima, EcoLomics International, Canada/Switzerland

Chapter 77
Business Management Education in Reality ........................................................................ 1670
Mohammad Ayub Khan, Tecnológico de Monterrey, Mexico

Chapter 78
Economic Models of Migration of Skilied Labor and Preliminary Empirical Evidence ............. 1687
Nada Zouag, Al Akhawayn University, Morocco
Ahmed Driouchi, Al Akhawayn University, Morocco
Cristina Boboc, University of Bucharest, Romania

Chapter 79
Indigenous Management and Bottom of Pyramid Countries: The Role of National Institutions ..... 1718
Ron Berger, College of Law and Business, Israel

Chapter 80
A Perspective of Cross-Cultural Psychological Studies for Global Business .............................. 1734
Hiroshi Yama, Osaka City University, Japan
Chapter 81
Expatriate Selection and Retention: Identifying and Assessing the Other Characteristics beyond Knowledge, Skills, and Abilities ................................................................. 1756
   Ben Tran, Alliant International University, USA

Chapter 82
Communication (Intercultural and Multicultural) at Play for Cross Cultural Management within Multinational Corporations (MNCs) ........................................................................ 1781
   Ben Tran, Alliant International University, USA