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D J.C L.C
Kennesaw State University

Topic: e U e a d U e f e f Acc a
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E E BE 12 H, 2014

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University of Washington

Topic: Ea g S g: F G d E ?

C BE 3 D, 2014

Kennesaw State University

Topic: I e a a I e e a A e P c g

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Georgia Institute of Technology

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Clayton State University

Topic: Ba a c g Re ea c Ca a d Se ce
Re b e a a P b c Teac g-O e ed I

E BE 7 H, 2014

B.

Kennesaw State University

Topic: Mea g a F ' Deg ee f G ba a

August 22, 2014

D. J. C.
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Associate Professor of Accounting
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W

We introduce a textual analysis method that allows for the creation of continuous variables that quantify the qualitative

E E BE 12 H, 2014

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C BE 3 D, 2014

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We investigate the significance of intertemporal risk for international assets. We test an international asset-pricing model with currency risk and time-varying investment opportunities over multiple horizons. In this talk I will present some preliminary results and some of the challenges ahead.

H

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W

In this study, we examine the structural characteristics of supply networks and investigate the relationship between a firm's supply network accessibility and interconnectedness and its innovation output. We also examine potential moderating effects of absorptive capacity and supply network partner innovativeness on innovation output. We hypothesize that firms will experience greater innovation output from (1) higher levels of supply network accessibility and supply network interconnectedness, (2) the interaction between the levels of these two structural characteristics, (3) the moderating role of absorptive capacity on supply network accessibility and the moderating role of supply network partner innovativeness on supply network interconnectedness. Supply network partner relationships are drawn in the context of the electronics industry using data from multiple sources. We use social network analysis to create measures for each supply network structural characteristic. Using regression techniques to test the relationship between these structural characteristics and firm innovation for a sample of 390 firms, our findings suggest that supply network accessibility has a significant association with a firm's innovation output. The results also indicate that interconnected supply networks strengthen the association between supply network accessibility and innovation output. Moreover, the influence of the two structural characteristics on innovation output can be enhanced by a firm's absorptive capacity and level of supply network partner innovativeness. By addressing the need for deeper structural analysis, this study contributes to supply chain research by accounting for the embedded nature of ties in supply networks, and showing how these structural characteristics influence the knowledge and information flows residing within a firm's supply network.

Keywords: innovation; supply networks; structural analysis; negative binomial regression.

E BE 7 H, 2014

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How do scholars measure a firm's level of globalization? Prior attempts first used categorical and then continuous measures. Here we offer a new measure, the degree of globalization (DOG) that is mathematically equivalent to the continuous measure but uses more commonly reported geographic segment data, is not region-bound and produces a continuous ratio variable ranging from zero (a domestic firm) to one (a global firm). Implications and future research are discussed.

Keywords: Globalization, Semiglobalization, Global Strategy, Multinational Corporations (MNCs) and Enterprises (MNEs), Asmussen, Rugman.