

OCTOBER 2006 RESEARCH REPORT COLLEGE OF MANAGEMENT

ACCEPTED PAPERS IN REFEREED JOURNALS

Tom Grennes

"The Columbian Exchange and the Reversal of Fortune". *Cato Journal*, Winter 2007.

Robert Handfield

Paul Cousins, Benn Lawson, Robert Handfield, and Ken Peterson, "Knowledge Sharing in Collaborative Product Development: The Impact of Formal and Informal Socialization Processes," *Journal of Product Innovation*.

Working collaboratively with suppliers is increasingly cited as a 'best practice' in product development. The importance of sharing knowledge between buyer and supplier in this context has been well recognized, although comparatively little research exists on the inter-organizational socialization mechanisms that facilitate it. Our research proposes and tests a theoretical model of the impact of formal and informal socialization mechanisms within product development on the extent of knowledge sharing between buyer and supplier. Results from our study of 111 manufacturing organizations in the United Kingdom largely support our hypotheses. We find that informal socialization mechanisms (e.g. communication guidelines, social events) play an important role in facilitating knowledge sharing, while formal socialization (e.g. cross-functional teams, matrix reporting structures) acts indirectly through informal socialization to improve inter-organisational knowledge sharing. Our results also show that buyer-supplier knowledge sharing increases the supplier's contribution to product development, improving the firm's product performance and ultimately, superior financial performance. We encourage product development managers to build social ties between buyer and supplier development teams in order to increase the flow of knowledge, and improve both product development outcomes and financial performance.

Nicole Darnell, Robert Handfield, and Jason Jolley "Environmental Management Systems and Green Supply Chain Management: Complements for Sustainability?" *Business Strategy and the Environment*.

Some researchers question the legitimacy of EMSs since organizations can claim to have one when in fact they make no attempt to reduce their environmental harms. In instances where EMS adopters are insincere about improving their environmental performance, there is little reason to implement "green" supply chain management (GSCM) practices because doing so requires resources and burdens supplier relationships. Moreover, insincere EMS adopters can still market themselves as being environmentally proactive by virtue of having an EMS. However, other scholars suggest that the organizational capabilities required to adopt an EMS may facilitate GSCM implementation. Consequently, EMS adopters may have a greater propensity to expand their focus beyond the boundaries of the firm and utilize GSCM practices to minimize system-wide environmental impacts. This research illuminates the debate by empirically evaluating the relationship between EMS and GSCM practices. It suggests that in broadening their environmental reach, firms have a greater potential to promote environmental sustainability.

Art Padilla

"The Caribbean tourism industry after Castro," *Annals of Tourism Research*.

Cuba has again become a major force in Caribbean tourism. If and when U.S. trade and travel restrictions are lifted, Cuba might quickly become the dominant player, siphoning off U.S. tourists from neighboring competitors. This paper presents an overview of tourism in Cuba and the Caribbean before and during Castro and discusses likely factors that might condition a post-Castro transition. The third section reviews the tourism products that Cuba might introduce and, based on historical trends and interviews with tourism experts and senior resort executives, projects the growth of tourism in Cuba after a five-year transition period and simulates the quantitative diversion of U.S. tourists from competing destinations. Concern among Caribbean neighbors about negative impacts to their own tourism activities appears justified, particularly during an initial post-Castro transition period

Wally Thurman

A. Blake Brown, Randal R. Rucker, and Walter N. Thurman, "The End of the Federal Tobacco Program: Economic Impacts of the Deregulation of U.S. Tobacco Production," *Review of Agricultural Economics*.

In 2004, Congress ended the sixty-six year old federal tobacco quota program, effectively deregulating production and prices. With deregulation came a buyout package, funded by cigarette manufacturers, of more than \$4 billion in present value paid to quota owners and farmers. While the dollar values of compensation payments are known, the effects of the historic legislation on tobacco markets are uncertain. The current paper examines these effects and their welfare consequences. Contrary to some public perception, U.S. flue-cured tobacco production will increase as a result of deregulation. Production increases across the flue-cured producing region will be substantial, but not uniform, with North Carolina experiencing the largest gains. We consider the appropriateness of the buyout payments under alternative views of economic damages due to the quota system's demise.

REFEREED JOURNAL ARTICLES IN PRINT

David Henard

David Henard with Devon DelVecchio and Traci Freling (2006), "The Effect of Sales Promotion on Post-Promotion Brand Preference: A Meta-analysis," *Journal of Retailing*, 82(3), 203-13.

Charles Jones

Charles Jones and Jack Wilson, "Using the Supply Side Model to Understand and Forecast Stock Returns," *The Journal of Portfolio Management*, Vol. 33, No. 1, Fall 2006, pp. 76-85.

Leonard Lundstrum

Leonard L. Lundstrum and Mark D. Walker, "LEAPS Introductions and the Value of the Underlying Stocks," *Journal of Financial Intermediation*, 2006, 15, pp. 494-510.

Mark Walker

Leonard L. Lundstrum and Mark D. Walker, "LEAPS Introductions and the Value of the Underlying Stocks," *Journal of Financial Intermediation*, 2006, 15, pp. 494-510.

OTHER PUBLICATIONS

Steven Allen

Steven Allen and Paul Mugge, "Service Sciences at NC State," *Research-Technology Management*, November 2006.

Robert Clark

Robert Clark, "Immigration Trends, Changes in Retirement Ages, and the Future of Social Security," in Han Emanuel (ed.), *Ageing and the Labour Market: Issues and Solutions*, Antwerpen: Intersentia, 2006, pp.139-150.

Charles Jones

Charles Jones, *Investments: Analysis and Management*, 10th edition, 2007, John Wiley & Sons, Publishers.

Paul Mugge

Steven Allen and Paul Mugge, "Service Sciences at NC State," *Research-Technology Management*, November 2006.

Ray Palmquist

Palmquist, Raymond B., and Charles Fulcher, "The Economic Valuation of Shoreline Twenty-five Year Later," in Robert Halvorsen and David F. Layton, eds., *Explorations in Environmental and Natural Resource Economics: Essays in Honor of Gardner M. Brown, Jr.*, Edward Elgar, 2006.

PRESENTATIONS

Steve Allen

"Service Science Management and Engineering Curricula and Research at North Carolina State University," SSME Education for the 21st Century conference, IBM Palisades conference center, Palisades New York, Oct. 6.

Pablo Guerron

"Why do Central Bankers Intervene in the FX Market?" Latin American and Caribbean Economic Association 2006 meetings, Mexico City

"Non-Separability, Heterogeneous Labor Supply and the Business Cycle," The Econometric Society Latin American Meetings 2006, Mexico City

Robert Handfield

"Key Trends in Supply Chain Management", Nexus Supply Chain Conference, October 13, 2006, sponsored by Womble Carlyle Sandridge and Rice.

Manchester Business School, Decision Science and Operations Management, "Sourcing in China", Invited Lecture.

Manchester United Football Club, Odgers Annual Executive Briefing, Manchester Business School.

Fanis Tsoulouhas

Fanis Tsoulouhas and Kosmas Marinakis, "Are Tournaments Optimal over Piece Rates under Limited Liability for the Principal?" joint seminar of the Department of Economics and the Department of International and European Economic Studies of the Athens University of Economics and Business on October 24, 2006, in Athens, Greece.

Mark Walker

"Seasoned Equity Offerings: What Firms Say, Do, and How the Market Reacts," Financial Management Association, Salt Lake City.