This Issue of the journal consists of seven (7) papers with the addition of a Vale to Emeritus Professor Michael J. R. Gaffikin. The Vale to Emeritus Professor Michael J.R. Gaffikin emphasises the extensive contributions that he made to society in general and the accounting discipline in particular (Perrin & Laing, 2017). Carl Gustav Jung in an interview (2010), which was recorded for posterity, made the statement that “Death is Not the End” going on to explain that the psyche does not exist in space and time like the body and it seems appropriate to interpret this as a relationship to his universal archetypal paradigm, which by implication would suggest that the works and deeds of an individual will live on in the Collective Unconscious.

Co-Founding Editors
Barry W. Dunn      Ronald W. Perrin
Barry Dunn & Associates, Psychologist  University of Wollongong

The first paper “Sports sponsorship ‘success’: moving beyond evaluating transactions to understanding relationships” (Gordon & Cheah, 2017) examined the notion of ‘success’ in sports sponsorship and to develop a framework to better understand the nature and appropriateness of potential concepts and related metrics of sponsorship impacts. The paper offers a framework for considering and measuring success using this broader notion.

The second paper “Strategic Communication Management of Corporate Crises: Case Analysis” (Khattab, Fon & Ali, 2017) investigated how Multinational Corporations (MNCs) manage crises that can potentially damage their global reputation in an interconnected world. The findings revealed commonality in both crises’ lifecycle patterns and stages of development, and explain how crisis management strategies deployed by both organisations contributed to the ways in which the crises were represented in the public arena.

The third paper “Company Responses to Online Complaints: Effects on Hispanic Consumers” (Ramos, Lemanski & Lim, 2017) examined the effects that different types of online company responses have on Hispanic consumers’ post-purchase level of dissonance, post-recovery satisfaction and future purchasing behaviour. The findings indicated that post-purchase cognitive dissonance levels in a Hispanic customer will decrease if a company responds to their negative online review with an apology.

The fourth paper “Economic effects of conflict on the Economy in Nepal: before and after 2006” (Jenner & Fleischman, 2017) explored the role of the services marketing concept of value co-creation (VCC) in social enterprise (SE) sustainability. The study demonstrates the aptness of the VCC DART framework as a means for SEs to facilitate sustainable socio-economic outcomes via effective resource integration as supported by mutually beneficial stakeholder relationships.

The fifth paper “Grounded Theory: An Action Research Perspective with Models to Help Early Career Researchers” (Manuell & Graham, 2017) provides insights from the application of models devised and applied during qualitative research using Action Research, Grounded Theory and Process Consultation. The paper provides, a positive evaluation of the application of the new models to help Early Career Researchers in the disciplines of management and organizational behaviour.
The sixth paper “Status of Internet Addiction among College Students in South Korea” (Awan & Khan, 2017) examined the status of internet Addiction among college students of South Korea. The findings were that there is a higher level of Internet Addiction (10%) compared to the previous studies and that the Internet Addiction was not gender specific as Internet dependency was not significantly different between males and females.

The seventh paper “The influence of cognitive age versus chronological age on customer satisfaction in the health sector” (Spinks, 2017) examined differences between the influence of an older customer’s actual age compared to their cognitive age on satisfaction with a health and well-being service. The findings were that that while chronological age was not correlated to consumer satisfaction with health and well-being services, cognitive age was.

References


